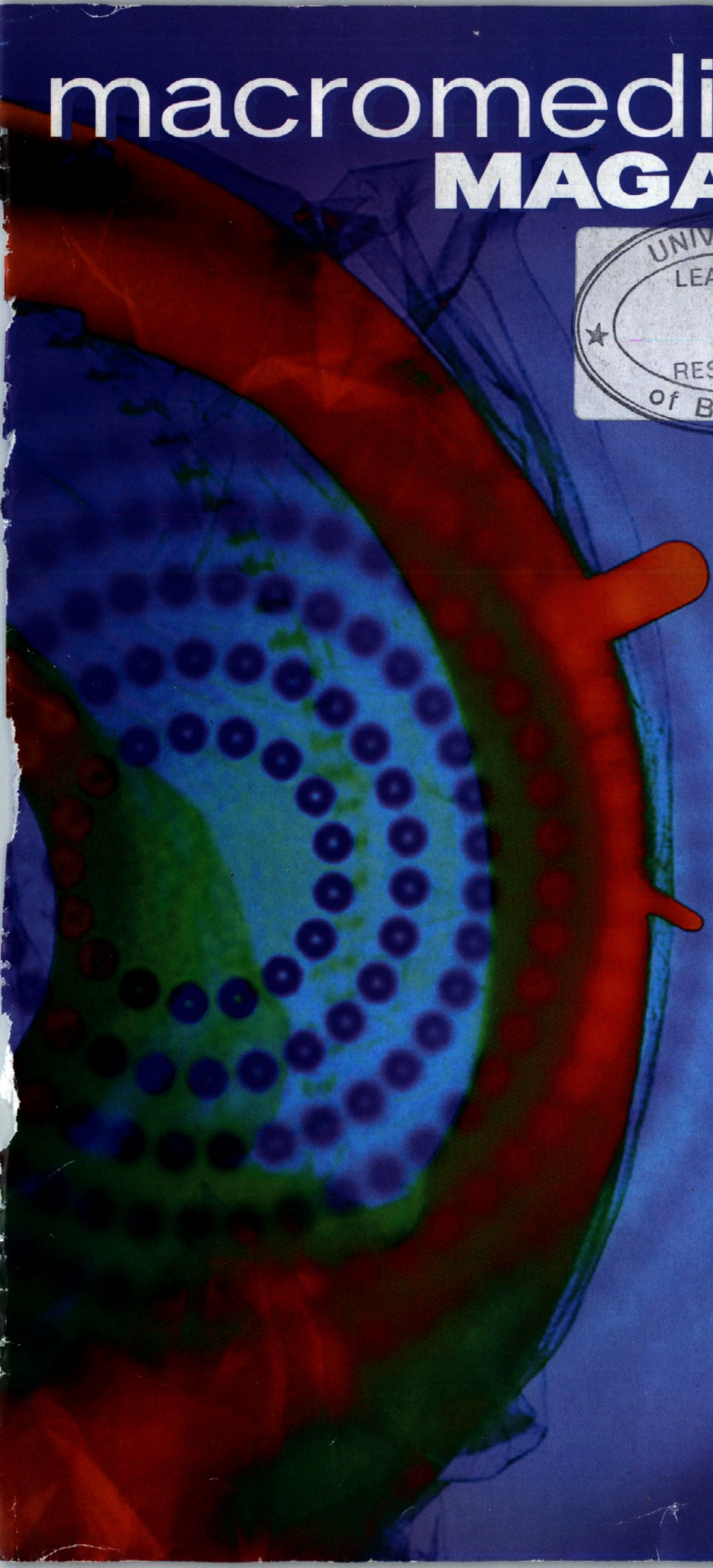
macromedia® MAGAZINE

UNIVERSITY LEARNING RESOURCES of BRIGHTON

Supplement to Computer Arts July 1999



TAKING IT TO THE WEB
Vectors go online with FreeHand and Flash

FLASH 4 U
What's in the latest upgrade

CAST YOUR NET WIDER
Extending Dreamweaver

SAVE
Exclusive offers inside

macromedia
www.macromedia.com

MetaCreations

Bryce 4 NEW!

Bryce 4 is dedicated to designing, rendering and animating breathtaking natural 3D worlds and abstract 3D sculptures.

Bryce is a perfect application for both beginners and advanced users because it comes loaded with libraries of presets to use in your own work. As you become more proficient, Bryce allows you to easily create your own surface materials, skies and more - Bryce actually grows with you as you need!

What's new in Bryce 4

Textured terrain export through real-time multi-resolution

- Converts terrains into mesh objects for export in all popular 3D file formats
- Texture maps at any resolution can be generated and saved in a variety of image formats
- Terrain mesh density is fully adjustable
- Real-time, textured preview provides instant visual feedback

Animation Preview mode

Interactive movie previewing system

- Quickly generate thumbnail previews of your animations
- Preview animations directly within Bryce
- Navigate through your animation using a storyboard-style interface

Extensive collection of importers/exporters

- **Importers:** TrueSpace (.COB), VideoScape (.VSA), LightWave (.LWO)/(.LWS), VRML1 (.WRL), Heightfield (.HF), USGS DEM (.DEM), USGS SDTS (.DDF), Portable Greyscale Map (.PGM), DXF importer now imports standard AutoCAD colours
- 3D Studio importer supports materials more thoroughly
- OBJ importer now supports materials through associated MTL files
- 3DMF importer now supports assigned material properties
- **New object exporters** *(fully textured terrains only)*: RayDream Studio (.RDS), USGS DEM (.DEM), AutoCAD (.DXF), Portable Greyscale Map (.PGM), VRML1 (.WRL), Heightfield (.HF), Infini-D 4.0 (.ID4), LightWave (.LWO)/(.LWS), Wavefront (.OBJ)
- **New movie exporters:** QuickTime for Windows (PC only) (.MOV), QuickTime VR Panorama (.MOV), RealMovie (.RM)

Create stunning skies with the tools available in the Sky Lab

- Control all sky attributes
- Preview skies quickly with the built-in preview screen
- Control animation properties with the easily accessible timeline controls
- Take hold of the advanced volume sky controls for incredible realism
- New sky features include spherical clouds and sun-cloud shading effects

SkyLab Sun & Moon Settings

Hundreds of megabytes of content to explore

- Scene files, models, materials, texture libraries, sky presets, objects to import, animation paths, movies and lots more!

Build content for the Web using a variety of authoring tools

- Create HTML image map pages with embedded object links
- Create RealMovie animations for streaming movie output
- Create QuickTime VR movies for your web page
- Chat with other Bryce users through BryceTalk
- Customisable web links for accessing resources via the internet
- Export terrains as MetaStream files

If you've never used Bryce before, here's what it can do...

- Multi-resolution, textured terrain export
- Create MetaStream files for the Internet
- QuickTime VR authoring
- Imports most 3D object/data files
- Complete control over sky and environment
- Interactive animation preview
- Easy links to web resources
- Generate HTML pages with embedded object links
- Create web-ready art
- Chat with other Bryce users
- Learn from the masters (hundreds of megabytes of content)

System Requirements

Mac: Macintosh: PPC, System 7.5 or later, 16MB RAM
Windows: 486 or better, Win95 (16MB RAM), Win NT 4.0 (24MB RAM) or later

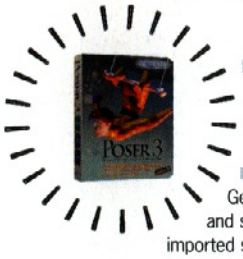
£179.00 +VAT — upgrade for only **£69.99** +VAT

Poser 3

The No 1 tool for figure animation

The remarkable 3D figure design tool.

Poser 3 is a 3D figure tool for digital artists and animators. Quickly create movies, images and posed 3D figures with included human and animal models and props.



- Faster and easier to use than ever before. Delivers unprecedented real-time performance, eliminating the need for OS specific 3D software
- Animate Expressions and Hand Gestures. Poser 3 models, emotions and speech can be synthesized to imported sound files
- Customisation and animation of finger and hand joints is easy. Now you can pose and animate every joint in the hand, to create animations or build a library of hand poses
- **Animals:** Incorporate five animal models Pose and animate body parts including tails, ears and mouth positions. Attach a posed figure to an animated horse!
- **Walking is Easy:** Simply drag a dial to control stride length and speed, along with a variety of body part position changes, walks can be constructed in minutes
- **Imports BVH motion:** data and apply it to the Poser figure, to create-realistic, highly kinetic animtion. A selection of BVH data is supplied with Poser 3 to build riveting animations

System Requirements

Mac: Macintosh: PPC, System 7.5 or later, 16MB RAM
Windows: 486 or better, Win95 (16MB RAM), Win NT 4.0 (24MB RAM) or later

£179.00 +VAT — upgrade for only **£69.99** +VAT

For information on the full MetaCreations product range, or to download a demo, check out: www.unlimited.com/metacreations/

If you would like to upgrade...

CALL upgrades unlimited 0181 358 5855
Or order online at www.upgrades.co.uk

Jigsaw 0115 916 5599
All prices exclude VAT. E&OE.

Contents

News 4

It does MP3 audio, it does all the textual trickery you could want. It's Flash 4 and it's very Flash indeed. Plus: how Flash is taking over the world; how Macromedia has been showered with honours and awards; how 4,000 users made life hell for our product managers; and a new online resource for Web designers.

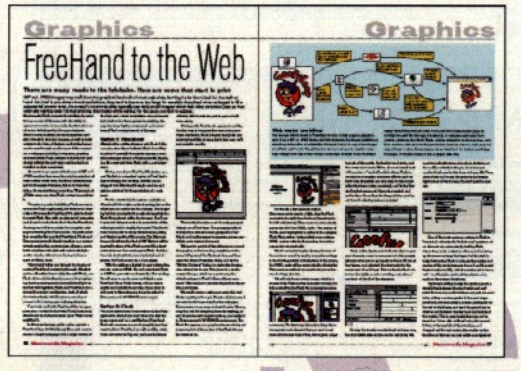
Dream team 10

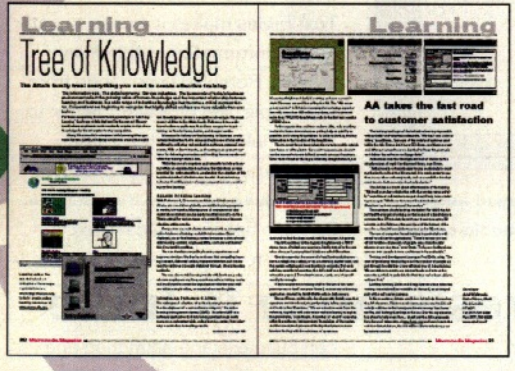
By itself, Dreamweaver is the visual design tool that has won over the hearts and minds of hardcore Web coders the world over. But combined with an armoury of plug-ins and add-ins there are no heights it can't conquer.

Plus: How a top UK children's charity is publishing to the Web with Dreamweaver.

Vector victory 16

Of course you know FreeHand as the top design tool for print, but did you know that alone or in combination with other Macromedia software, it's the perfect route to beautiful, fast downloading graphics and animations on the Web.





Know-how 21

Knowledge is power – and Macromedia gives you the power to learn, and to teach. Discover what's in the newest addition to the Attain learning family, Pathware 4. And discover how Britain's biggest motoring organization is employing Authorware for interactive training.

Expert Advice 25

Get tips and tricks from the inside source: learn the difference between the Pen and Bezigon tools in FreeHand; master the mysteries of bitmapped images in Flash movies; discover easy-to-fake animation with colour-cycling in Director; and light the blue touchpaper of Fireworks.

PLUS 14-15

A host of special offers and power-packed upgrades will add new techniques to your repertoire, power-up your productivity, vastly increase your bank balance, make you irresistible to members of your preferred gender. Or at least they'll save you a worthwhile amount of cash. Promise.

There comes a time in everyone's life where you realise that, contrary to all expectations, you will not be shuffling off this mortal coil without first making a visit to Disneyland. However misanthropic you might be, there's no escape. On the verge of the 21st Century, communing with The Mouse has become one of the unifying experiences of life on this planet.

So now might be the time to bow to the inevitable and at least combine your visit with two days at Macromedia's Marvellous Mediatastic "More Mice than Mickey" European User Conference. If you've always had a sneaking desire to goof-off with Goofy, this is your chance. If, by contrast, you have more in common with Scrooge McDuck, what better opportunity to bring your family to Disneyland – while you hide in a darkened auditorium and soak up the finer points of Lingo scripting and XML parsing.

And if you're entirely indifferent to the attractions or otherwise of Europe's largest family kingdom of fun, there remains the enticing prospect of a weekend in Paris itself.

But Disneyland, and indeed Paris, are naught but sideshows beside the pulse– pounding excitement of the Macromedia User Conference. We'll have some of the biggest names in multimedia presenting on the key themes of the day, in-depth tutorials on all of Macromedia's software, and more.

You'll have the chance to swap ideas with Europe's most talented new media designers, and to get exclusive sneak peeks at forthcoming upgrades and new technologies.

You'd be mad to miss it - immediately open your browser at www.macromedia.com/uk and find the appropriate link to EUCON 99 for details of travel, accommodation and registration.

See you there.

Fiona Coughlan,
Managing Director, Macromedia UK & Benelux.

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All aboard the Flash XPress

Quark has announced that it will support the Macromedia Flash file format in upcoming releases of new and existing products.

"Flash gives Quark a vector graphics option today, so that we can begin to build design-rich Web technologies into our products immediately," said Mark Lemmons, manager of Quark Internet publishing. "Flash is not just for animators and interface designers; it is also ideal for QuarkXPress customers with precision design needs on the Web."

"Macromedia is delighted to be working with Quark" said David Mendels, vice president of Macromedia's Web publishing group. "More than two million XPress users will be able to publish their documents to the Web and focus on designing great experiences for consumers on virtually any browser or platform.

"Quark designers will also be able to easily take their work into the Flash authoring tool and add sound, interactivity and animation."

The Last Trainer

Overwhelming demand for Macromedia's Web design tools means that the company is recruiting a number of new authorized training centres across the UK.

Latest to receive the official seal of approval are Harlequin Solutions (tel: 0181 960 9400) and Metro New Media (tel: 0171 729 9992), both in London and both now Macromedia Authorized Trainers for Dreamweaver, Flash and Fireworks.

"Training is in such demand for these products that additional centres are required across the UK, not just in London," said Macromedia UK technical sales manager Matt Mansell. "We are currently looking for further training centres in south-west and northern England, Scotland and Ireland, and the Benelux region."

Ain't we Flash!

Version 4 adds new magic with MP3 audio and more

There's a lot of talk about impending standards for vector graphics on the Web, with public bodies and private companies offering their own ideas, but there's an existing standard in place, installed on more than three-quarters of all Internet-connected PCs – and it just got a whole lot better.

Macromedia Flash is the *de facto* standard, not just for vector graphics but also for animation, audio and interactivity. Now the company has announced version 4 with a host of new features, and if you haven't caught Flash fever yet, resign yourself to the inevitable you're about to (see "*As Any Borg Knows...*" below).

Among the most compelling new features in the upgrade are direct support for the MP3 streaming audio file format, flexible handling of text fields, new tools for creating sophisticated interfaces and interactivity, improved support for animations and other time-based media, and dozens of tweaks and enhancements that will make you better-looking and your Web sites more productive – or vice versa.

I want my MP3: With built-in support for the MP3 compressed audio standard, building Flash movies that play music and other audio couldn't be simpler.

With the rise of MP3 as the Web audio technology of choice, MP3 support is sure to be one of Flash 4.s most popular features. In addition to simply playing MP3 audio within Flash, Macromedia has also provided direct controls, such as the ability to select compression options, from 8 kilobits per second to 160kbps, on each audio stream within a Flash movie.
You can also synchronize streaming audio with events in the timeline, so designers can easily achieve effects like lip-synching speech to a facial animation, or create entire music juke-boxes.

Less glamorous, perhaps, but no less vital for modern Web page design, Flash 4's support for Edit Text Fields makes it a snap to gather user information within Flash movies. Potential uses range from the simple, like password fields, to the complex, like entire e-commerce applications. Not only can you acquire text from the user, you can also use Flash's new text support to deliver large quantities

As any Borg knows, resistance is futile

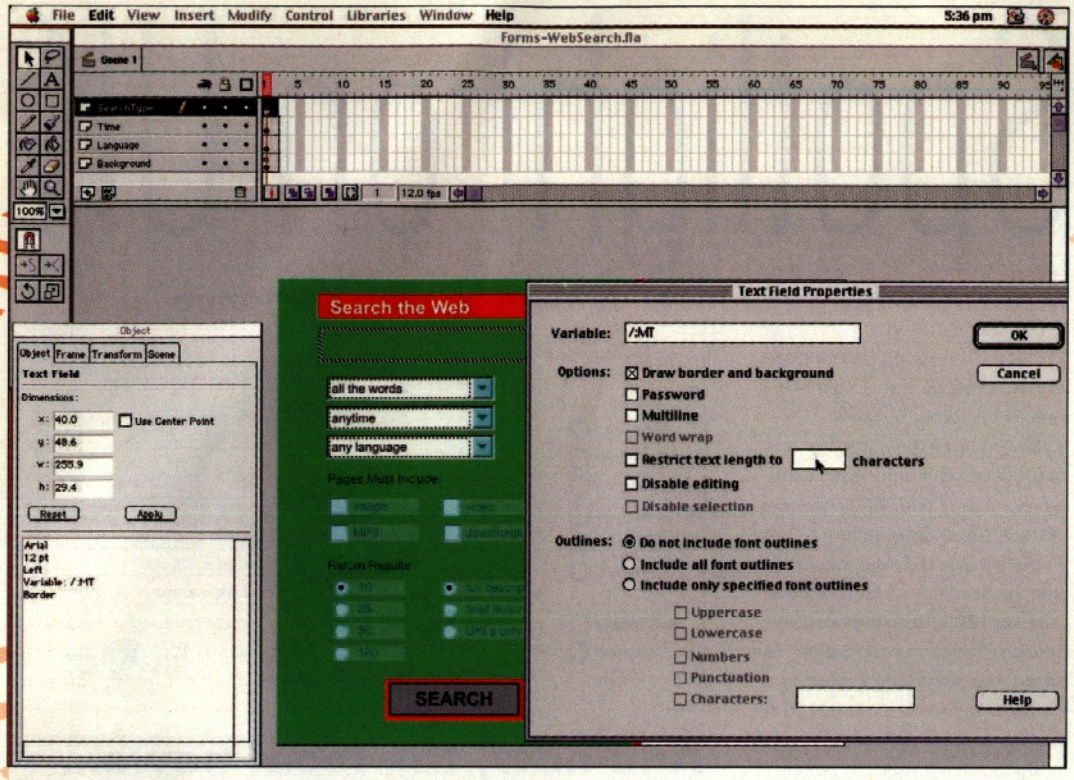
A recent survey by independent researchers King, Brown & Partners has determined that 77 percent of Web users can now experience Macromedia Flash content without having to download a player.

100,000 developers have created incredible Web sites using Flash — ranging from the Borg-confounding Start Trek, VW Beetle, Pepsi Cola, SmithKline Beecham, the BBC, Marks & Spencer and the Millenium Dome – to engage and inform visitors.

Furthermore, the Flash player is pre-installed with leading operating systems, Web browsers, online services, and Web television providers, including Windows 95/98; Apple Macintosh OS; Netscape Navigator 4.5; and AOL v4.0.

"Thanks to the widespread adoption of the Flash player," said Mark Levy, CEO of Media Revolution, a leading producer of media-rich Web sites., "Web designers can build exciting animation and interactivity into their sites without having to worry about whether online consumers have the right plug-in."

Note for non-Trekkies: The Borg are a collective-mind, hive-like species who conquer by destroying free will and enslaving intelligent lifeforms. "You will be assimilated," as they (and Macromedia) often say.



Reading the text: Flash 4's text fields allow you to generate a variety of applications from the relatively simple like this search function, to full-blown front-ends to e-commerce sites.

of variable text – such as news stories or catalogue descriptions – to the user.

Flash's text fields interface simply to CGI scripts, so you can Get and Post data between Flash and any other server-side application.

Flash has always done animation and interactivity, but with version 4, the list of abilities gets longer. New tweening features automatically add keyframes where appropriate, and the whole of Flash's timeline window has been reorganised for greater productivity and ease of use.

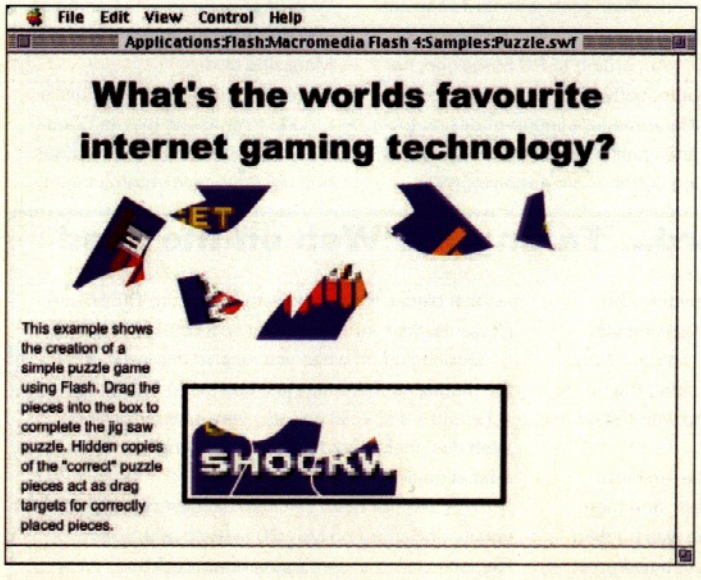
Elsewhere, an extended library of actions and behaviours makes it simple to create complex interactive movies without scripting (although experienced coders can modify and enhance to their heart's content).

To simplify life even further, Flash 4 now provides a 'Publish' commmand that gives a one-step export process, including Flash, HTML, GIF, PNG and JPEG files. And a new standalone projector makes it possible to test your Flash movies without loading up a browser or generating the surrounding HTML code.

Beta testers have already been fulsome in their praise for this new version. Pablo Mendigochea, of developers Digitology, says, "We are most excited about the new Flash 4 forms features. They promise to make e-commerce applications easier to use, and because Flash forms support Web standards it will require minimal reprogramming on the server end."

And Anna McMillan, designer with Wired Digital, adds, "Some of the best additions are the improved interface features. "The new timeline makes working with tweens even faster and easier, and leads to more realistic-looking motion with greater complexity."

Flash 4 will is expected to cost around £199, while existing users can upgrade for just £79. Further details of new features in Flash 4, and of the entire Flash experience, can be found at the dedicated Macromedia site, **www.flash.com.**



Player Puzzle: Standalone players allow you to test and distribute Flash movies without a browser and HTML code.

Apple adds Flash support in new QuickTime v4

Apple's latest upgrade to QuickTime adds support for Macromedia's Flash open file format, allowing Web developers to easily incorporate compact, high-quality Flash interfaces into QuickTime movies.

Consumers will be able to enjoy lush, streaming audio and video overlayed with state of the art, interactive Flash graphics. Together, QuickTime and Flash provide a richly interactive broadband-quality Web experience.

Norm Meyrowitz, president of Macromedia Products, said, "The results are impressive – high performance streaming video and audio delivered over the Internet and controlled via sleek Flash interfaces. People have been talking about this kind of Web experience for years. Now it is here."

Phil Schiller, vice president of product marketing at Apple, said, "Together, QuickTime 4 and Macromedia's Flash combine to deliver a breakthrough in interactive streaming on the Internet."

More than 100,000 Web designers are now using Flash authoring software to create distinctive sites. Leading companies whose Web sites build upon the power of Flash include Daimler Chrysler, Pepsi Cola, Cisco Systems, Dreamworks SKG, Braun, and the BBC.

"When we were creating the site to showcase Chrysler's new PT Cruiser, we recommended Flash as the underlying technology," said Dan Stahl, senior interactive production artist at developer Organic Online. "Chrysler asked that we express its character through a Web site that transforms factual information into an emotional experience. That meant going beyond static HTML and GIF graphics. Flash did the job beautifully." See for yourself at **www.chrysler cars.com/pt_cruiser.**

With the built-in Flash support in QuickTime 4, developers will now be able to create a next-generation Web experience. For more information, a free download of the QuickTime player software for both Macintosh and Windows, visit **www.apple.com**

One lesson well worth learning

Demands on restricted budgets are a perennial problem for educational establishments, but Macromedia can help – at least in the area of design software.

The Education Licence Programme is an easy way buy Macromedia software for teaching purposes at substantial discounts. All products in the range are included except Generator and Pathware, so from FreeHand for traditional design, to Fireworks, Flash and Dreamweaver for the Web, to Director and Authorware for multimedia, there's no reason to omit these industry-leading applications from your curriculum.

Qualification is simple: just sign the Code of Conduct that details the reporting and administrative requirements, undertake that the products will be used to educate students, and that they will not be used for commercial purposes.

After that you can buy as many licenses, CDs and copies of documenation as you require, as long as you have at least as many licenses as you buy CDs. And the good news is that education customers receive the same technical support privileges as those paying full price for their software.

All CDs cost just £35, and sets of manuals are only £49. Licenses range from as little as £29 each for FreeHand and Dreamweaver to £99 each for Authorware and Director.

Contact Macromedia's authorised education resellers:
www.pugh.co.uk
www.mansoft.co.uk

Spotlight on UK

Macromedia adds local content to Web presence

It's been a rewarding few months for Macromedia, with a host of awards and other honours bestowed upon the company and its products. But among the widespread recognition, a few honours deserve particular mention.

Here in the UK, Macromedia won the accolade of Best Software Supplier 1999, from the Internet Service Providers Association. The award was presented to Macromedia for its technical expertise and innovative approach to the Internet.

Macromedia won this prestigious honour by demonstrating its commitment to the Web with a range of products - including Dreamweaver, Fireworks, Flash and Generator - that deliver a total Web solution for developers, ISPs and clients.

Fiona Coughlan, Managing Director of Macromedia UK and Benelux, said, "This is a fantastic award to receive and one that we are very proud to accept."

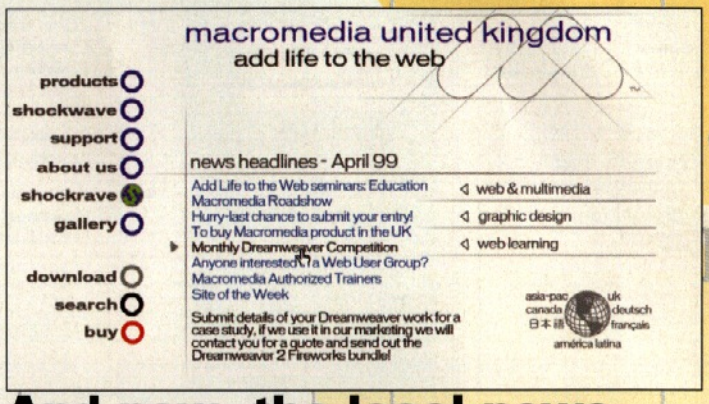
A similar honour was bestowed in the US when PC Magazine recognized the entire family of Macromedia Web tools with its Technical Excellence Award in Software.

According to PC Magazine, no other software vendor could match Macromedia's lineup of design tools and enabling technologies for creating better, more appealing Web sites. "With its formidable roster of tools, from Generator to Flash and Fireworks, Macromedia sets the bar high with a complete approach to Web page authoring and graphics and multimedia content," PC Magazine said.

Most recently, Macromedia is pround to announc that its ShockRave site, the Web's top destination for interactive entertainment, has earned the People's Voice Award for Best Game Site at the 1999 Webbys. The Internet's equivalent of the Oscars,the Webby Awards, honour the best sites on the Internet, with the People's Voice Awards decided by votes from Web fans around the world.

ShockRave was selected by popular vote among nominees in 22 categories. Several Webby Award winners – including Sonicnet, spinner.com, and cnn.com – also built their sites using Macromedia Web Publishing tools.

"We created ShockRave to bring together some of the best games, cartoons, and interactive entertainment on the Web," said Fabrice Florin, executive producer of ShockRave. "By honouring ShockRave with this award, the audience has shown true appreciation for the creativity and originality of our developers and content partners."



And now, the local news...

Years after making localization of software a priority for international customers, Macromedia can now boast that it has localized its famed Web site. Just tack a slash and the letters "UK" after the familiar www.macromedia.com, and you'll get up to the minute, UK-specific news and offers. For your delectation now, you can tender your entry to a monthly Dreamweaver competition for UK Web designers, contribute to the foundation of a British Web User Group, and discover what events need a place in your diary.

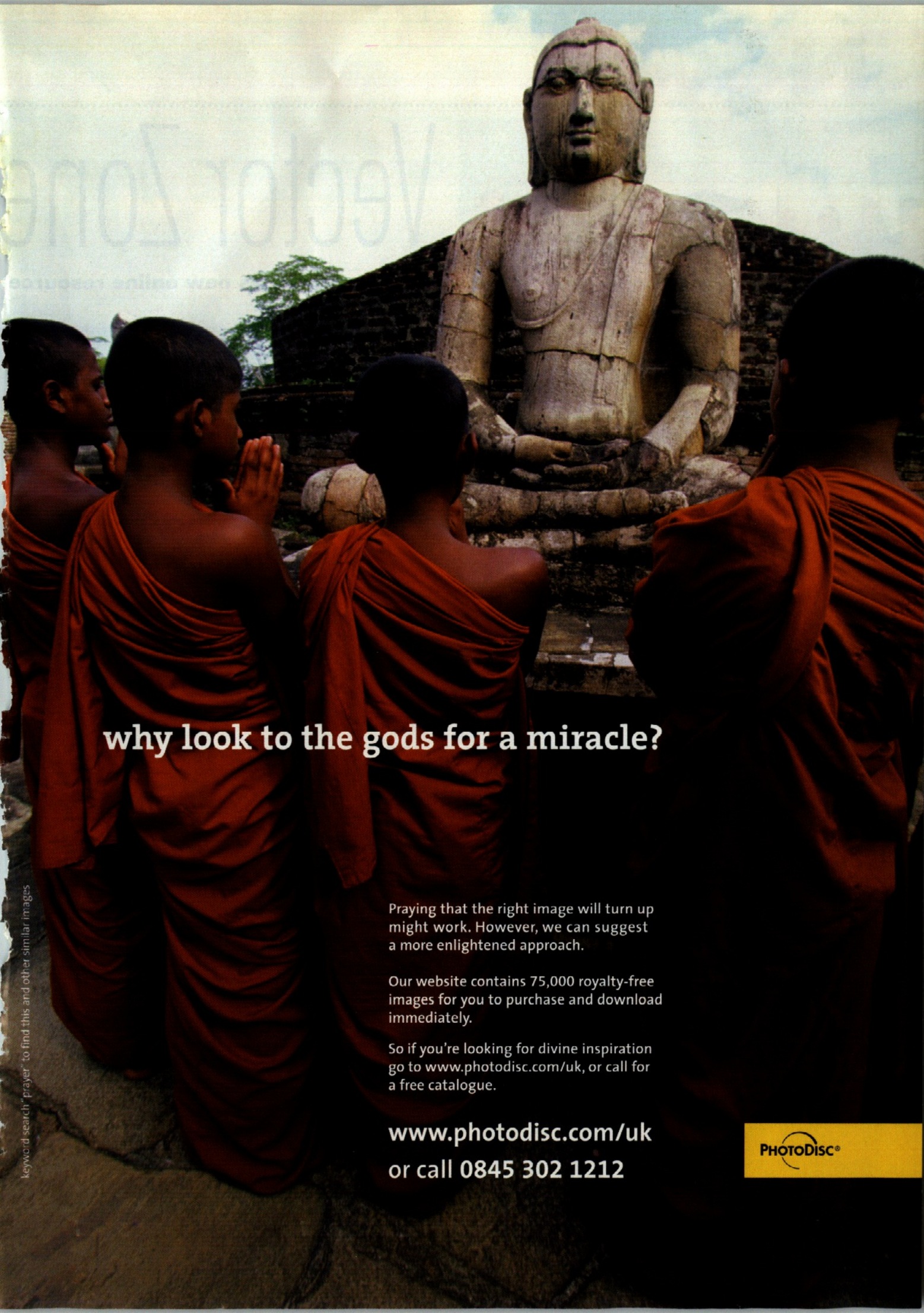
No sleep 'til Salford... Taking the Web on the road

Macromedia extends its thanks to everyone who attended an exhaustive (and, for the Macromedia crew, exhausting) round-Britain tour in which nearly four thousand of you spent a day absorbing the news, views, tricks and techniques associated with the company's Web publishing tools.

Under the 'Add Life to the Web' title, an initial seven dates was rapidly expanded again, and then again, as every vacancy at every venue was booked. From Bristol to Edinburgh (with stops in between at Cambridge, Birmingham, Manchester, and Leeds several places twice) and with detours to Dublin and Brussels, the tour was a great success.

Depending on when you receive this issue of the magazine there may just be time to catch the l ast event – a special half-day version especially for Web designers and developers working in the education field.

This last (for now) seminar takes place at the University of Salford on May 20 starting at 9.30am. Register online at **www.macromedia.com/uk** and follow the links.


why look to the gods for a miracle?
Praying that the right image will turn up might work. However, we can suggest a more enlightened approach.
Our website contains 75,000 royalty-free images for you to purchase and download immediately.
So if you're looking for divine inspiration go to www.photodisc.com/uk, or call for a free catalogue.
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Digital enthusiasts: Back row (from left), Derek Schultz, ADA; Michelle Murphy-Croteau, Corel; Sharon Hodgeson, Total Publishing; Lori Mercier, Quark; Greg Koster, Macromedia; Steve Ford, Apple; Gavin Drake, Quark; Mark Tickel, SGI. Front (from left), Rachel Sykes, Attik Design; David Smith, ADA; Hannah Platt, Total Publishing; Susan O'Hare, MacUser.

New alliance to speak for digital artists

A new organization intended to represent the interests of everyone working in the digital creative industries has been established, and will make its public debut in July.

The group, to be known as the Alliance of Digital Artists, was unveiled at an action meeting, hosted by Apple UK and attended by representatives from major creative companies and interest groups including Macromedia, Corel, Quark, SGI, Attik Design, and MacUser magazine.

The Alliance seeks to pursue excellence in the industry as a whole and raise the standards, awareness and appreciation of the various applications of digital technology.

For members, the Alliance will function as a representative trade body offering training, price benefits on products, and access to special events such as seminars and conferences. Each member will receive a passport-style document that will record skills, experience and qualifications.

Co-founders Derek Schultz and David Smith said of the action meeting, "The enthusiasm and support from the industry and prospective members has been overwhelming."

Lori Mercier, UK managing director of Quark Systems, said, "The concept of standardizing and recording both achievements and skill levels of graphic artists is one that has been long overdue. The ADA is going to revolutionize the industry."

She added, "Quark will be giving the ADA its full backing, promoting it to our customer base and making sure quality training centres and certification are available."

The Total Publishing exhibition and conference takes place at London's Olympia, July 7-8. Further information about ADA can be found at the organization's Web site, www.the-ada.com.

Vector Zone

Macromedia hosts new online resource

Macromedia has launched the Vector Zone, a comprehensive, online resource for Web developers wishing to learn more about the power of vector graphics.

The Vector Zone provides information about vector technologies and standards, and the benefits of vectors for the Web. Featuring articles, interviews and technical pointers for both novice and professional Web developers, the new site builds on Macromedia's long-term commitment to deliver a richer, more compelling Web experience with open vector graphics technologies, such as Macromedia Flash.

"The Vector Zone is ground zero for forward-thinking developers interested in creating blazingly fast and beautiful Web sites," said Kevin Lynch, vice president of Macromedia's Web publishing division. "Today's most exciting Web sites are created with vectors.

"With the popularity of this media type growing dramatically each day, it was vitally important for Macromedia to host this substantive and useful industry resource, and

Insider trading: Industry experts share top tips and secrets of the Web masters at the Vector Zone.

Behind the mask: BAFTA calls

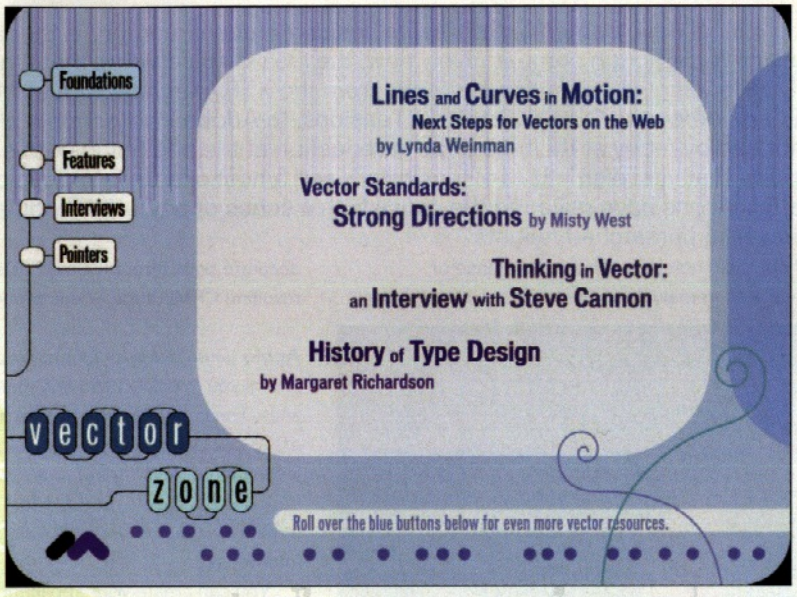
Following the great success of the inaugural ceremony last year, the British Academy of Film and Television Arts (BAFTA) is calling for entries for the Interactive Entertainment Awards

The ceremony, in which the coveted BAFTA masks are presented "to the most talented and innovative exponents" of the interactive entertainment industry, will take place on October 20 at the Royal Lancaster Hotel in London.

The 1999 Awards feature three new categories: the Innovative Game Award, the E-zine Award, and the Best Entertainment Website Award. Commenting on the addition of a new games category, BAFTA Interactive Entertainment Officer Helen Wood said, "The games industry continuously undergoes change and innovation, so the Academy sees the need to establish an Award to reflect this evolution. With two categories dedicated to

gets to the point

or designers looking for great graphics and fast downloads



In the Zone: Almost everything you ever wanted to know about the Web's best graphics format.

further its commitment to add life to the Web," Lynch added.

"The Vector Zone is a great resource for anyone who needs to get up to speed on vector images," said Kristin Windbigler, executive producer at Webmonkey, HotWired's online magazine for Web designers.

"It's jam-packed with useful information about one of the most exciting aspects of Web design."

Vector graphics let Web designers create more dynamic imagery, with small, lightweight files that download quickly over standard modem connections. For Internet users, vector graphics represent an easy, transparent, and powerful way to view dynamic graphics and animations. With content created by Web designers, developers and journalists, The Vector Zone provides a dynamic, media-rich forum for clearly and cleanly explaining the concepts and terms behind vector art.

The site also features supplemental content provided by leaders in Web development information, including HotWired's Webmonkey site.

Created using Flash, The Vector Zone focuses on three areas: Foundations, Features and People. The Foundations area provides technical perspectives and information about vector standards. The Features section offers first-hand looks at the impact of vector graphics. Behind-the-scenes views of the people shaping graphics on the Web are covered in the People area. For more information, point your browser at **www.vectorzone.com**

for entries for second Interactive Awards

games, and the eligibility of games for all Craft Awards, the Academy is better able to represent an industry which is becoming more mass market and converging towards film and television."

Last year's News and Magazine Award has been divided into two different Awards: the E-zine Award, for electronic magazines, and the News Award. This was done to facilitate judging.

Wood said, "The Best Entertainment Website category was established in order to highlight the growing impact of the Internet in this area."

There are a total of 16 categories, including two Special Awards for Best UK Developer, awarded to Rare last year, and the Berners-Lee Award for Best Personal Contribution to the UK Industry, the first winner of which was Peter Kindersley. Categories are divided into either Genre or Craft Awards. The Craft Awards, which include categories such as Sound, Computer Programming and Design, are open to all work on any interactive format which can be classified as entertainment.

"Building on the tremendous success of last year, in which we received over 500 entries, the 1999 Awards promise to be an even greater success. We expect a boom in the number of entries due to the overwhelming interest," Wood said.

Free Fireworks templates help keep life simple

Always focused on making your life as simple as possible while allowing you to create simply the best-loking Web pages, Macromedia has introduced a new range of customisable HTML templates for Fireworks 2.

With these templates, Fireworks 2 users can export clean, compact HTML code pre-formatted for Adobe GoLive. The new templates also address customer requests for specific HTML and JavaScript coding styles. The new Adobe GoLive templates round out Fireworks 2 support for popular Web authoring software, including Macromedia's own award-winning Dreamweaver 2, and Microsoft FrontPage. By tightly integrating graphics and code, Fireworks 2 lets teams efficiently manage Web workflow . The templates are now available as a free download from **www.macromedia.com/support/fireworks/down_index.fhtml.**

"Fireworks 2 has helped us improve productivity," said Bob Stratton, director of design technology at Rare Medium, which lists among its clients Mattel, Microsoft and the New York Times.

"With the new customisable HTML templates, we're able to quickly process and integrate complex designs during site development while maintaining a high standard of quality and consistency in our graphics and code. By automating repetitive production tasks, Fireworks 2 reduces time spent on tedious and error-prone tasks, allowing us to focus on the more creative aspects of design."

Users can customise each template to meet corporate or client specific HTML and JavaScript coding standards.

Fireworks 2 is now available for Macintosh and Windows platforms with an estimated street price of £139, or for £99 as an upgrade from previous versions of Fireworks. It can also be bought as part of the Dreamweaver/Fireworks bundle for £299.

For more information or to download a free 30-day evaluation copy, visit **www.getfireworks.com.**

The stuff of dreams

With version 2, Dreamweaver is now a fully-extensible design platform

One of the critical developments in software design of recent memory is the concept of plug-ins and extensibility. Although comparatively new, the idea is so powerful that it has become a hallmark of virtually all leading software applications - from the XTRA architecture of Macromedia's Director, FreeHand and others, to QuarkXPress's XTensions, to Adobe Photoshop's plug-ins. Although it went unnoticed by many at the time of its introduction at the beginning of this year, Dreamweaver 2 now supports that vital element of extensibility - and a host of software developers expert in specialised applications have rallied to the cause with a series of powerful modules that take Dreamweaver to unmatched heights.

"One of our main objectives with this release of Dreamweaver was to make it an open, extensible platform for developing and maintaining dynamic Web sites," says Kevin Lynch, vice president of Macromedia's Web publishing division.

Warner Bros Interactive Entertainment licenses Warner Bros' properties for interactive programming. Fahrenheit Studio produced the entire site, using Flash for all the animations and soundtracks. Zeek Interactive used Dreamweaver extensively in programming the site because of its ability to write clean code for advanced HTML.
www.wbie.com

"We've partnered with some of the industry's most innovative companies to offer our customers integrated solutions."

The range of add-in power now supported by Dreamweaver v2 is far-reaching, from rich media technologies from companies like Hewlett-Packard and IBM, to industrial strength e-commerce solutions from Broadvision and iCat.

Allaire Cold Fusion objects for Dreamweaver extend Dreamweaver and allow it to build dynamic Web sites deployed with Cold Fusion Application Server. The Application Server is a platform that eliminates the need to create complicated CGI scripts, and it works with any major Web server on Windows or Solaris.

With Cold Fusion objects and the Application Server, Dreamweaver users can quickly and easily add dynamic data publishing, e-mail, and other interactive features to their sites.

Benefits include the ability to add database integration to Dreamweaver sites with any standard database, and more accurate code through Cold Fusion's field validation so the resulting CFML code is less prone to error.

Apple Dreamweaver extensions for Apple WebObjects allows you to easily build and maintain cutting edge dynamic sites. The integration of the two products allows Web designers to use Dreamweaver 2 as a front end to Apple's WebObjects Internet and intranet development platform. The 17 pre-coded WebObjects modules for Dreamweaver 2 radically streamline the process of building a WebObjects-powered Internet site.

You can create your applications in WebObjects on any platform and then open the pages in Dreamweaver to add layers, JavaScript, templates or CSS styles. In Dreamweaver you can place or delete WebObjects components or modify their attributes.

The integration of Dreamweaver and WebObjects shortens your development cycle by letting you reuse log-in panels, report layouts, file uploading and other functional components. An adapter layer lets you leverage data stored in Oracle, Sybase, Informix and ODBC databases.

And you can visually author WebObjects pages with the latest Dreamweaver features like JavaScript, Cascading Style Sheets and templates.

Broadvision Broadvision is the leading provider of one-to-one customer relationship applications, and has licensed Dreamweaver 2 as the exclusive Web authoring tool for the full suite of BroadVision One-To-One applications.

"The BroadVision One-To-One Design Centre with Dreamweaver 2 is the first and only comprehensive visual development tool that allows Web site designers and application developers to easily build and deploy large scale, complex, and personalized e-commerce, financial services, and knowledge management sites," the company says.

The One-To-One Design Centre with Dreamweaver 2 gives Web authors direct access to BroadVisions powerful personalization and e-commerce server components through a series of wizards in the Dreamweaver visual development environment. These wizards generate server-side JavaScript, which is the primary programming language for BroadVision applications.

continues on page 12

Weaving dreams for kids in need

Although everybody's usual image of charity is probably the army of volunteer tin-rattlers on British High Streets, fund-raising and publicity for the nation's good causes is often more dynamic than that. For The Children's Society, one of the country's largest charities for young people, the spread of activities ranges from high-profile treks to the far-flung corners of the globe, to a brand new outpost in cyberspace.

Last year, a team of fund-raising volunteers led by actor Joe McGann navigated the Great Wall of China, and so successful was that event that the Society quickly found rapidly-organised follow-up treks over-subscribed. Next year, the destination is Peru, with a team headed by GMTV presenter Penny Smith climbing to the 'lost' Inca city of Machu Picchu high in the Andes.

The charity, despite being one of Britain's oldest (it was founded in 1881 under the auspices of the Church of England) prides itself on a modern, innovative approach to the problems facing children in today's society. And where better to raise awareness of those issues than the World Wide Web.

When the decision was taken to freshen up the Society's image with a new logo and redesigned communications last year, a new Web site was also added to the agenda. London-based new media developer 96hundred Design Group was selected for the task.

"The Children's Society had an existing Web presence," says Christine Martin, 96hundred's marketing director, "but it was looking a little bit flat.

"The new site had to look brighter and more dynamic, and at the same time find a way to appeal to a wide audience – both traditional supporters of the charity and, hopefully, a new, younger audience."

With a vibrant colour scheme taken from the Society's redesigned purple and orange logo, the rest of the site is a model of clean, simple design. Crisp typography, a few animations, and straightforward rollover effects make the site easy to navigate. The last thing a charity can afford is to drive away potential donors.

To create the site, 96hundred turned to Macromedia tools, specifically Dreamweaver and Fireworks. Although the company employs in-house programmers and undertakes a wide variety of custom development – "We see ourselves as browser-based communications specialists," says commercial director Phil Jones - it understands the benefits of a visual Web design tool like Dreamweaver.

"Dreamweaver is incredibly user-friendly," says 96hundred designer Paulina Kalias, who created The Children's Society site. "It really helps me as a designer because I don't have to worry about HTML."

Dreamweaver was designed to generate Web pages through a visual interface in much the same way that Macromedia Freehand or QuarkXPress create printed pages. Macromedia's view is that just as no-one today hand-codes PostScript for print, there's no good reason to hand-code HTML for the Web.

Phil Jones agrees. "Dreamweaver is a great tool. It lets our designers concentrate on design, while our programmers can get on with real coding tasks."

Among such tasks is the development of administration tools that allow staff at The Children's Society to handle some site-updating (such as on the extensive job vacancies section) without specialised training, and a secure server facility for handling donations online.

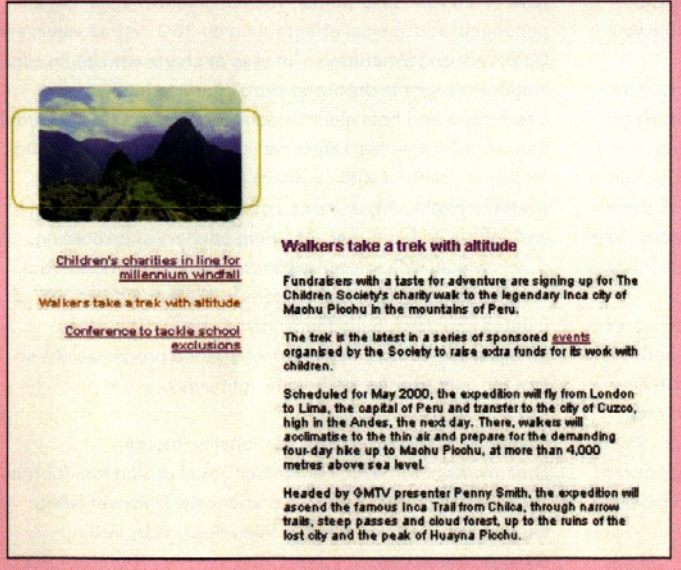
"We're delighted with the site," says Linda Seaward, advertising and creative resources manager with The Children's Society.

"It's simple to use, interactive, easy to navigate and strongly branded. And we see this as just a beginning; eventually we want much more interactivity."

For a charity, of course, it is important to get the best value for money. And the Web provides a very cost-effective means of communicating the work of the Society.

"We are very much committed to the Web as a means of communication," Linda says.

Learn more about the work of The Children's Society, and how you can help, at **www.the-childrens-society.org.uk.**



Developer
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London SE1 2LX.
Tel: 0171 378 9600
Fax: 0171 357 9700
www.96hundred.com

continued from page 10

By making simple point and click choices, the Web author can visually construct a complete, dynamic application without having to write HTML or JavaScript.

Among the global companies employing Broadvision solutions are American Airlines, Credit Suisse, Nortel Networks, Thomas Cook, Visa USA and Xerox.

Hewlett-Packard HP OpenPix ImageIgniter is an NT and Unix server software package that makes it easy for customers to pan, explore, and zoom in on detailed Web product images. HP has developed an extension for Dreamweaver that equips developers with tools for defining and inserting image tags as well as for distributing and managing high volumes of photo-quality images over the Web.

OpenPix ImageIgniter 3.0 enables you to include large, high-resolution images in Web documents without causing performance penalties. Images that were once impractical for the Web can now be included in Web pages and quickly delivered to any browser, anywhere.

MCA Records is one of the world's largest and most successful major record label companies. When MCA Records was faced with the challenge to create a complex site to offer the highest quality service to music fans, they turned to The Factory Network, who used Dreamweaver for the complete design and layout of the MCA Record site, which is rich with cross-platform compatible DHTML.
www.mcarecords.com

Potential applications range from online art galleries, to online retailing with much improved imagery than is common in e-commerce sites today.

iCat Macromedia and iCat have teamed up to integrate Dreamweaver 2 with iCat Commerce Online. iCat's Commerce Cart is a fast, easy and affordable way to enable your site for e-commerce applications.

In Dreamweaver 2, you can sign up directly with iCat from the Command Menu. At the Store Types page at iCat Registration, you can choose Macromedia Dreamweaver as your preferred editor. Add items to your store, set up add-to-cart, view-cart and checkout objects all in Dreamweaver 2. When your store is done, upload it to your web site and synchronize it with iCat and you're ready to test your store and go online.

Oracle Among the newest extensions to Dreamweaver are a set of custom objects that will allow Web designers and developers to drag and drop multimedia data stored in Oracle8i, the Internet platform for business innovation, directly into Dreamweaver 2. This new functionality will let users visualize live database content within the Web authoring environment, eliminating the process of saving, posting and previewing data through their Web browser.

The new Oracle8i objects for Dreamweaver 2 will be available as a free download from http://www.dreamweaver.com later this quarter.

"Developing and maintaining dynamic Web sites is one of the most critical concerns facing our customers today," said David Mendels, vice president of Macromedia's Web publishing division. "The new Oracle8i objects for Dreamweaver 2 will enable the efficient creation and maintenance of dynamic, data-driven Web sites that leverage digital media assets in Internet applications for e-commerce, news and information, entertainment and more."

Pervasive Using Tango Objects for Dreamweaver 2, developers can quickly and easily build dynamic Web sites by integrating the visual Web page design environment of Dreamweaver with the power of Tango objects and variables. Pervasive's Tango allows anyone with business understanding or knowledge of fundamental programming concepts to easily create, deploy, and maintain dynamic Web-enabled applications, including components written in C++, Java, or any other code.

Tango works with all major Web servers on Windows, Solaris, and Mac OS. With the new Tango Objects for Dreamweaver 2, you can use Dreamweaver to embed Tango objects and variables in Web applications to enhance them with robust database connectivity, file input and output, calculations, control actions, dynamic e-mail, business functions, and many other features.

RealNetworks RealSystem G2 Dreamweaver objects allow RealPlayer components to be easily inserted directly into Web pages. Build rich and dynamic HTML-based multimedia using RealSystem G2 media types, including RealAudio, RealVideo, RealFlash, RealPix, and RealText. All media types can be placed anywhere in the Web page, allowing fully synchronized playback of multiple media types.

RealSystem G2 objects extend Dreamweaver, making it easier to integrate streaming media into your Web page layout/design. The RealSystem G2 object palette allows you to compose streaming media content using one or more RealSystem G2 media types and to simply add these to your Web page.

IBM With IBM's HotMedia, you can stitch images into a panorama, add special effects such as 360 degree views and flip books, and synchronize images or charts with audio clips. HotMedia's simple drag-and-drop interface lets you add interactions and hot links to media components and assemble them into a single file. Users can easily view your enhanced media rich content with standard Java-enabled browsers. And with HotMedia, users can control interaction with objects and links in your content, including panning and zooming.

HotMedia files are served from standard HTTP servers, and HotMedia dynamically determines which players are needed and downloads them "just-in-time". The data (images, animations, etc) are downloaded progressively, so that the user experience begins right away.

Behind all of this extended functionality, though, Dreamweaver remains the number visual design tool for the Web - and it codes Web pages your way. Discover what Dreamweaver can do for your Web designs by visiting **www.macromedia.com.**

Are you ready to discover the power of Generator?

Since Macromedia launch Generator last summer, some of the leading new media agencies, and their clients, have discovered the power of dynamic, custom-generated Web publishing.

Companies like CHBI Razorfish, Think New Ideas, Blueberry New Media, Insomnius, Smudge Design and Domino have created some of the slickest, smartest, action-packed sites on the Web for clients like Reuters, Hasbro, Lotus and Unilever. Many have been featured in Macromedia-hosted seminars designed to introduce the potential of Generator to Web developers and clients across the country.

This summer in June, July and August, Macromedia UK will be hosting a new series of Generator seminars. Lasting half a day, each session will explain the concepts of dynamic publishing through Generator, how Generator, Flash and Dreamweaver work together. and how they can simplify the process of creating custom, constantly-updated Web content automatically.

Contact Macromedia if you would like to be alerted of dates and venues of the next seminar tour, and learn how Generator could revolutionize your business.

Powered by Generator: (top) Populous for Electronic Arts by Insomnius; (above left) Condomania by Domino; (above right) Dingbats by Blueberry New Media

If you'd like to to attend the next Generator Seminar tour, contact Macromedia UK:
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NEW

DREAMWEAVER2 FIREWORKS2 STUDIO

Dreamweaver and Fireworks provide Web designers and developers with a professional set of tools to create the basic building blocks of the Web: graphics and code. With Dreamweaver and Fireworks, you can visually create Web sites that load fast and work great across different computer platforms and Web browsers.

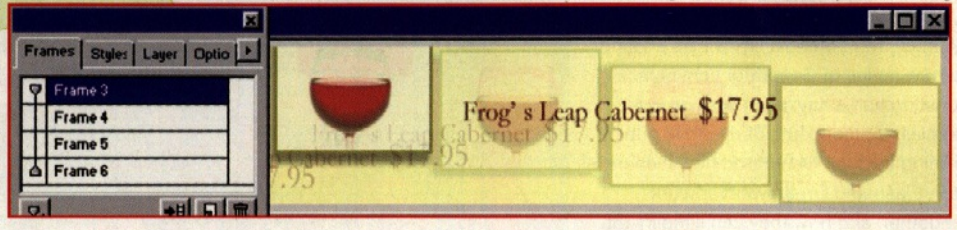
Dreamweaver is the most intuitive and powerful Web design tool for professional developers and designers, combining a visual-editing environment with total control and access to the HTML source code (but don't worry you don't have to see the code if you don't want to) and has the best site-wide editing features of any tool. It is the most extensible tool on the market, which means it works seamlessly with all the tools you use, whether you are a graphic designer or a developer creating data driven or e-commerce sites.

Dreamweaver 2 pushes the boundaries of what a server-independent Web site development tool can accomplish.

Fireworks is the professional solution for designing and producing graphics and taking them to the Web. Quickly develop Web page comps using images from your digital camera, scanner, or favourite graphics tool. Then add live effects and styles to create Web graphics that really pop! Automate the web graphics workflow by rapidly making updates and changes across your entire site with batch processing and Find and Replace. Batch optimise web graphics in Fireworks 2 for small, high-quality images for fast-loading pages.

Slice images, build HTML tables and produce interactive rollovers with ease because Fireworks automatically generates the HTML and JavaScript for you! Fireworks' accurate, cross-browser code integrates with Dreamweaver and many other HTML editors.

Onion skinning allows for more accuracy when animating



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SPECIAL OFFER: Upgrade from Adobe GoLive to Dreamweaver 2 for only **£139**
Available to all GoLive customers and runs until 31 August 1999. You must have a valid GoLive serial number and manual.

DIRECTOR7 SHOCKWAVE INTERNET STUDIO

The Director 7 Shockwave Internet Studio is the standard for creating and delivering powerful multimedia for the Internet, CD-ROMs, and DVD-ROMs. Rather than serving simple graphics and text, Director unleashes your creativity with the only tools powerful enough to combine graphics, sound, animation, text and video into compelling content that grabs your audience.

shockwave 7

The Studio's intuitive visual development metaphor makes it easy to create, import, animate, and control media. When you need sophisticated interactivity, leverage Director's easy-to-use drag-and-drop behaviors or powerful object-oriented scripting language.

360 degree rotation

Immediate

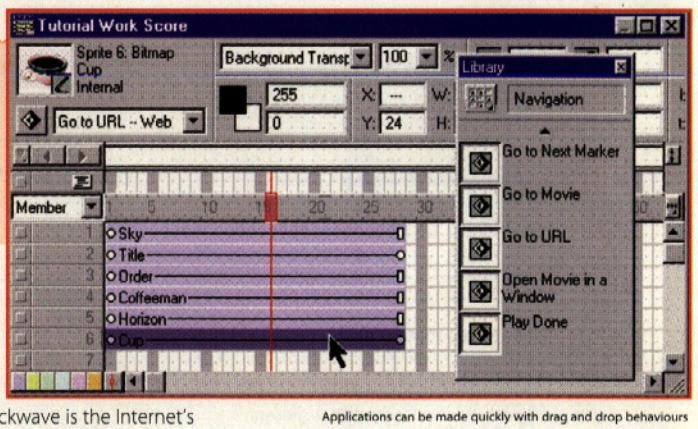
Director 7 Shockwave Internet Studio delivers results with an optimized playback engine for smooth, fast multimedia performance. Director's easy-to-use visual metaphor helps you turn around multimedia in Internet time.

Immersive

Engage your audience with incredible visual effects and real-time animation. Director 7 provides rich interactivity with graphics, sound, text, video & more.

Internet

Director is the tool used to create Shockwave content. Seen on thousands and thousands of Web sites, Shockwave is the Internet's high-speed, low-bandwith engine for multimedia. Director's authoring environment is Internet-optimized with support for Internet standards like Java, HTTPS, XML, and more.



Applications can be made quickly with drag and drop behaviours

drag and drop behaviors

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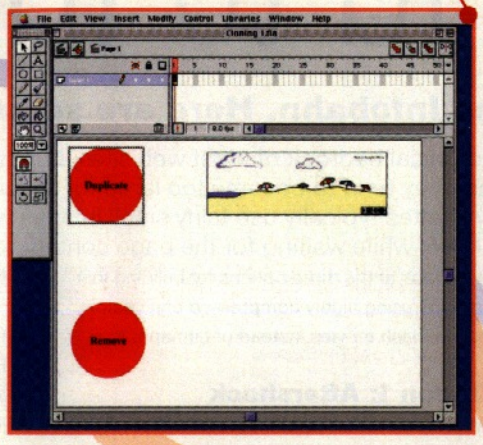
macromedia FLASH4

NEW

Flash is the standard for interactive vector graphics and animation for the web. Web designers use Flash to create beautiful, resizable, and extremely compact navigation interfaces, technical illustrations, long-form animations, and other dazzling effects for their site. Graphics and animation will anti-alias and scale based on the viewers screen size, providing high-quality viewing regardless of the window size . Flash 4 advances web animation with exciting transparency and shape blending effects. New movie clip and button actions create sophisticated interactivity without scripting and Improved interface design and functionality make Flash easier to use and more productive than ever.



Create compelling flashed forms and intergrate them into your web server: Flash 4 allows to Edit Text Fields to be placed within any Flash movie allowing viewer input to be collected and communicated to the Web server. You can use edit text fields for adding passwords to your site which are automatically converted into an indistinguishable form.

The new optimised Timeline and outline colours mode: The Timeline provides a new 'create motion tween' which allows you to create basic movement from 1 key frame to the next, in one simple step.
When working on animations, the outline colours mode provides easy distinction between each layer. You allocate the same colour outline to every item on that layer. This colour is then displayed on the corresponding layer, which is also highlighted when you click an object.

Flash 4's Publish command: Publish provides a one step export process where a designer can select the various media types to export.

Each media type can have individual properties that are fully customisable in the Publish settings menu. Web designers can even create their own external template file that instructs Publish how to write out specific HTML syntax.

Synchronising MP3 streaming audio with buttons & animations: With MP3 compression it is now possible to author long-form animations with voice overs and background music, while keeping files small enough for efficient, low bandwidth delivery. Visually sync audio to the animation frames within the timeline using drag and drop based on user interaction

For the full, indepth, list of Flash 4's features visit Macromedia's website.

FLASH4

£199.00 +VAT Upgrade for only **£79.99** +VAT

The top 7 reasons to upgrade to FLASH 4

1 Deliver high-impact Flash sites by mixing and synchronising MP3 streaming audio with interactive buttons and animations

2 Intergrate compelling field entry forms for data gathering and e-commerce applications and easily pass information to a Web browser

3 Improve the design process with new inspector interfaces, drawing tools and other workflow enhancements

4 Produce animated designs more efficiently than before with the optimised Timeline, smart motion guides and outline colours mode

5 Easily manage and organise assets in the improved Library with sorting, grouping and usage tracking

6 Reduce the learning curve and use the new features quickly with workbook tutorials

7 Quickly deliver scaleable Flash-based pages to the Web with the new Publish command

macromedia AT A GLANCE

All pricing below should be taken as a general guide only. For the latest pricing contact your nearest Macromedia reseller.

FLASH4

Flash 4	£199.99
Flash 4 upgrade	£79.99

DIRECTOR7 SHOCKWAVE INTERNET STUDIO

Director 7 Shockwave Internet Studio (DSS)	£799.00
Director 7 upgrade	£299.00
Director 7 DSS upgrade	£329.00

DREAMWEAVER2

Dreamweaver 2	£239.00
Dreamweaver 2 upgrade	£99.00
Dreamweaver/Fireworks Studio	£299.00
Dreamweaver Attain	£299.00
GoLive to Dreamweaver 2 upgrade	£139.00

FIREWORKS2

Fireworks 2	£199.00
Fireworks 2 upgrade	£99.00
Dreamweaver/Fireworks Studio	£299.00

FREEHAND8

FreeHand 8	£380.00
FreeHand 8 upgrade	£99.00
Design in Motion	£199.00

AUTHORWARE 5 ATTAIN

Authorware 5 Attain	£2250.00
Authorware 5 Attain upgrade	£449.00
Authorware xx to 5.0 upgrade	£649.00

BUNDLES

Macromedia Dreamteam (includes Dreamweaver 2, Fireworks 3, Flash 4)	£499.00
Dreamweaver/Fireworks Studio	£299.00

Licensing

Don't forget that you can save £££'s by buying software licenses for your Macromedia products.

Call now on 0181 358 5858

FreeHand to the Web

There are many roads to the Infobahn. Here are some that start in print

GIF and JPEG images may well form the graphical bedrock of most web sites, but they're far from ideal for the task at hand. Limited to pre-determined resolutions, they tend to become too large for sensible download when enlarged to fill a substantial screen area. As a result, most web sites typically use fairly small images which lack clear definition, just so that web-site visitors aren't left drumming their heels while waiting for the page content to appear.

Macromedia Flash answers the problem by combining very small file sizes with the ability to appear on-screen at any scale, thanks to the use of vector definitions for all image elements. What's more, it allows you to incorporate complex animation into your images, as well as interactivity in the form of buttons so that the format can be used to replace all or part of the content on a web page, including navigation, graphics and text (which Flash delivers in the font of your choice without the end-user needing the face installed on their computer).

At one time an argument in favour of GIF and JPEG was that they were the only formats that all web-surfers could view, thanks to universal support in browsers. However, this is far from true today. As we now know, more than 75 percent of all Web users can view Flash content immediately.

The primary route to building Flash movies is to use the Flash application, but there is an alternative: Macromedia FreeHand 8 is able to directly export Flash files, with an element of animation and, if you have the Insta.html Xtra for FreeHand, the program will even create the complete web page containing the Flash movie. The path is further eased by the way that FreeHand, Flash and Dreamweaver work closely together as a vector-to-web production environment, allowing you to build complete web sites with extremely high-quality visuals, without ever having to learn a word of HTML code.

This tutorial takes you through the basics of moving FreeHand content to the web. Whether you're a FreeHand user unfamiliar with Flash, or a Flash aficionado looking for a more thorough-going drawing environment, it should shed light on the fact that together, Flash and FreeHand are a powerful creative combination, both of which dovetail perfectly with Dreamweaver when it comes to fine-tuning your web page layouts.

Four tools work with FreeHand files to repurpose your content for the web: Flash, Insta.html, Aftershock and Dreamweaver (see "Web vector workflow").

In this step-by-step guide, we've created a FreeHand logo for GoofyLoop Gum and want to create a simple web page with a large version of the logo and a short competition announcement. Let's look at the three options for building this page by using highly compressed and vector-based Flash movies instead of bitmaps.

Option 1: Aftershock

Aftershock is a utility shipping with Flash 3 (the same functionality is built into Flash 4 so Aftershock isn't needed) that rapidly creates a complex web page around a Flash movie file (that is, any file generated from Flash with a .swf extension).

Having saved your FreeHand illustration as a .swf file (this is a standard option in FreeHand's Export dialog), the resulting .swf file can be dragged into Aftershock's single window and options selected for the production of a web page.

For the uninitiated, the options available on Aftershock's five tabs can be daunting, but on the whole you can safely use the defaults. The Scripting tab lets you decide the methods by which the Flash file is played within the browser. The Page Layout tab determines the characteristics of the web page used to display the movie. The Shockwave tab is used to set up the behaviour, sizing and display-quality of the movie. The Alternate Image tab defines the kind of GIF file that will be inserted in place of the Flash movie if the destination browser does not support Flash. And the Java tab deals with the more technical end of playing the Flash movie via a Java player.

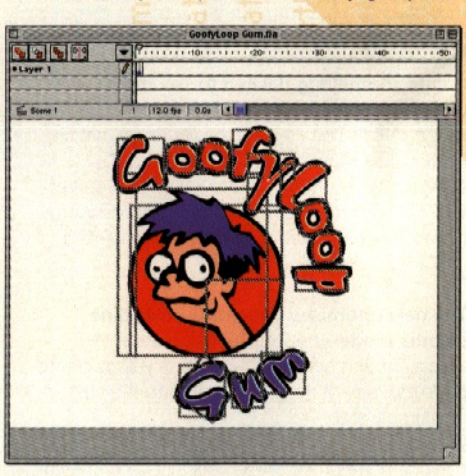
With the settings adjusted to your satisfaction, you can save an HTML file and associated Flash and GIF images with one keystroke. The resulting file will open in any browser and display your FreeHand file in Flash format, with no loss in quality and scalable to any size. If you want to add more to the web page, it can be edited in Dreamweaver's WYSIWYG environment.

Option 2: Flash

The most useful route to the web is via the Flash application. Even if you don't intend to alter the image generated as a .swf file from FreeHand, Flash will compress it more thoroughly (our logo exported from FreeHand as a 9k .swf file, which Flash converted to 7k); and you have the bonus of being able to animate your image and add interactivity.

Starting with FreeHand's exported .swf file, the first step is to import the movie into a new Flash document. Flash's Import dialog lets you insert several files at once, but in this case we'll just grab the one file.

The result (above) is a set of neatly-grouped

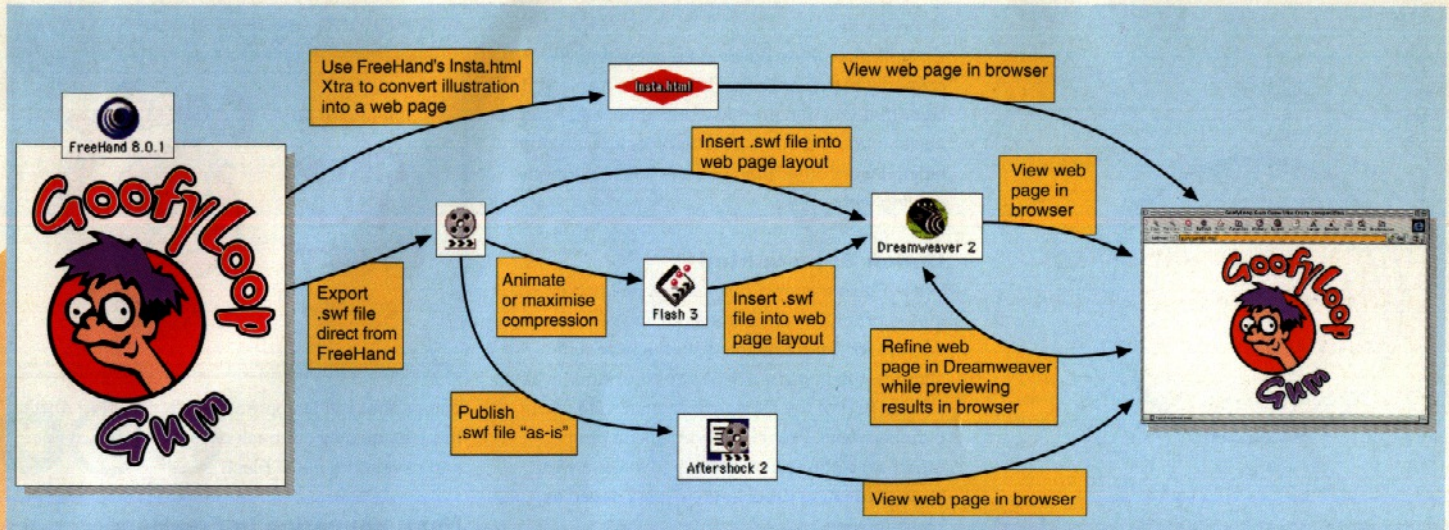


objects on a Flash layer. The grouping reflects the way that elements were grouped in FreeHand, so it makes sense to organise groups sensibly in your original document.

We want to get rid of the white space around the graphic, and so we drag everything to the upper-left point of the Flash window, and then open the Movie Properties dialog and hit the "Match: Contents" button to resize the drawing area around our image. This gives us a neatly cropped image, which we export using the default settings in Flash's Export Movie command. We now have a smaller file, both in dimensions and bytes.

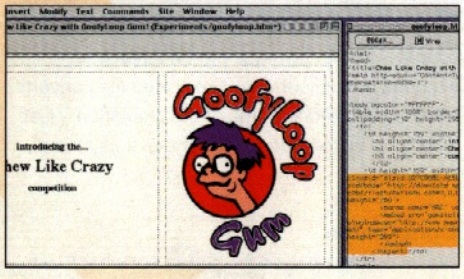
We could create a web page using this .swf file by squirting it through Aftershock, but instead we want to add more detail to the web page. Dreamweaver is an easy and quick route. We can drag the .swf file straight in from the desktop, or use Dreamweaver's import routines, and resize it in Dreamweaver's WYSIWYG environment. The Flash file appears as a grey box for speedy layout purposes, but a full preview of the Flash file can be switched on.

It's literally a few seconds work in



Web vector workflow

The easiest way to insert a FreeHand file into a Web page is simply to save it as a GIF or JPEG image, but this degrades the image quality and abandons any notion of scalability. It's much better to export the image as a Flash .swf movie file, giving you far more scope for creative web-page design: you can either create a web page directly from FreeHand using Insta.html; build an even more platform-independent page by routing the .swf file through Aftershock; or enhance and more thoroughly compress the file in Flash, adding animation in the process, and then create a web page in Dreamweaver. Once you have a web page by any of these routes, Dreamweaver is an ideal tool for further modifying the page, or incorporating it into a larger web site.



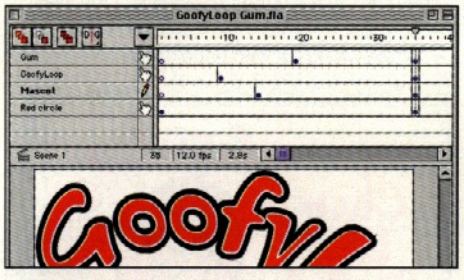
Dreamweaver to create a table, drag the Flash movie into the right-hand side and insert text in the left cell (above). Dreamweaver automatically generates all of the HTML code – the section of HTML code highlighted in yellow is the complex Flash-file insertion routine which many veteran HTML coders write for themselves, but you've generated automatically.

What's more, by simply adjusting the size of the movie or any of its quality or position settings in the floating palette at the bottom of the screen, the HTML code will be automatically adjusted by Dreamweaver without you ever having to understand a thing about it.

We still only have a static image, which is a shame when Flash makes animation so easy. So let's go back to the Flash file and program some movement. The first step (above) to doing this is

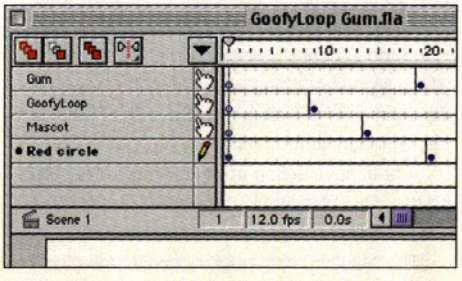
to separate each element that you want to animate onto its own layer. Here, we've given a layer to each of the words, the background circle, and the company mascot. We've also converted each of these into a "symbol", which allows Flash to create more complex animation effects such as fade-outs. (Symbols are very easy to create: just select the items to be converted, and hit the Create Symbol command. Name the symbol, and you're done. It can then be dragged into your layout from the floating Library palette.)

Next, make adjustments to the timeline to give



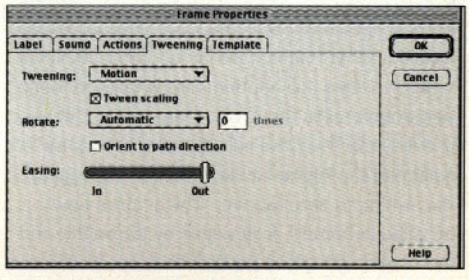
your elements room to manoeuvre. In this sample (above) we've set an end-point at frame 35 for all four layers, and adjusted the start-point for the movement of each layer. This makes the final animation less jerky as we're avoiding a simultaneous kick-off for all of the elements.

Moving the timeline marker back to frame one,



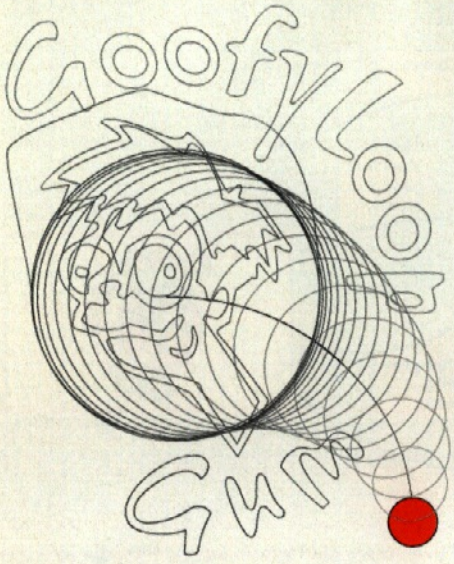
the only visible element is now the red circle. We want to make this zoom into place, finishing at frame 20, so the first thing to do is to insert another keyframe for this layer at frame 20. Then, scale down and move the circle to the bottom right corner of the screen. It's start-point is now set.

One of the most common actions in Flash is



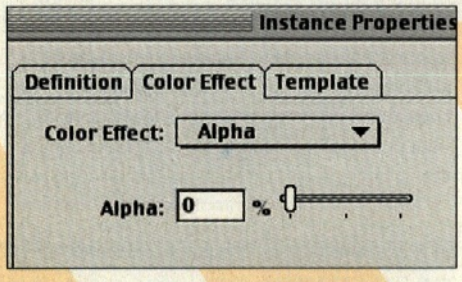
'tweening', whereby the 'in-between' positions of an element are automatically built by Flash, depending on its endpoints. Above, we're setting up the tween settings for frame 1 of the circle's layer, instructing Flash to animate the motion and scaling of the circle between frame 1 and the next keyframe (frame 20), with the motion set to 'ease out' – in effect, the circle will decelerate as it reaches the second keyframe.

The tween setting makes the circle move in a straight line between the start-point and end-point. But we can make it follow any path we want to by adding a motion guide. In the next stage (overleaf), we've inserted a motion guide path for the red circle's layer, and used the pencil tool to draw an arc between the start and end points of the motion. This is easy to plot because we've turned on 'onion skin outlines' using the second button at the top-left of the interface, and dragged out the end-onion-skin marker on the time line so that we can see wireframe representations for frames 1-20. The path along which the



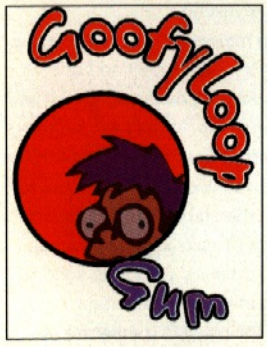
circle travels is now clear. To hide the path-line itself, just make the red circle's motion-guide layer invisible.

The next effect we want is for the red circle to



fade in, rather than appear at full-strength all the time. To make this happen, we go back to frame 1 and double-click the circle at that point. Because it is a symbol, we can edit its transparency by selecting the Alpha colour-effect and dragging the setting to zero (above). The circle is now invisible in frame 1, fully visible by frame 20, and the tweening that we have already set up will deal with fading in the circle, as well as moving and scaling it.

By following much the same process for each of the other layers and introducing a new layer (called "Edging") to cover up the mascot when it is not inside the circle, we're quickly able to build motion and fade-in effects for all four elements. Here, the animation is shown at frame 30. The



full animation shows the circle fading and zooming into place, the mascot poking his head through the circle, and the two words rotating and fading into place.

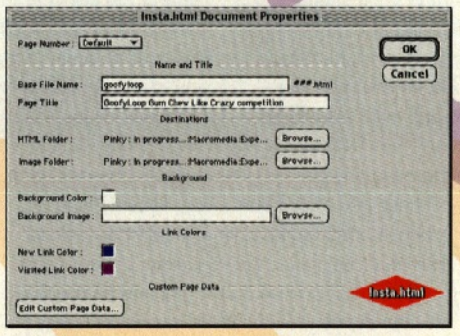
A surprising upshot of all of this work is that the resulting .swf file is still only 14k – much smaller than the 19k of the GIF version of the static FreeHand image.

Note that when building up animation, it's essential to pay attention to both the frame and layer that you're currently working on, and work is easier if you get into the habit of locking and/or hiding layers other than the one you're currently dealing with.

Option 3: Insta.html

While Flash makes a quick job of building animated graphics, sometimes nothing can be quick enough for a tight deadline. In these circumstances, the Insta.html Xtra for FreeHand (available as part of the Design in Motion suite which bundles Flash, FreeHand 8 and Insta.html together) is the speediest way to make a web page containing FreeHand imagery saved as Flash movies.

The first step (above) is to set up the basic



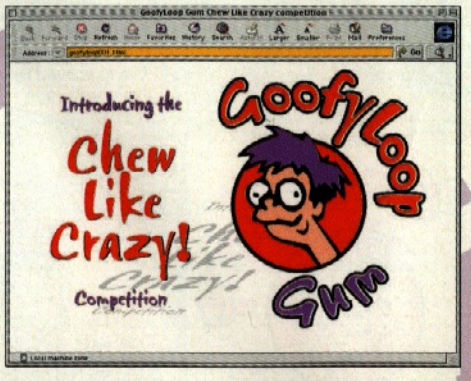
characteristics of your web page using Insta.html's Properties dialog, accessible from the Insta.html floating palette. This determines things like the background colour and the locations for the web files you're going to create.

When we built a web page using

Dreamweaver, we put in text using standard HTML header tags, and the result looked pretty dull. So let's jazz things up a bit: we know that Flash files are tiny, so using all the familiar FreeHand tools, here's a revised graphic (above) which says everything we want to. It's now just a simple matter of hitting the "Save as HTML" button on the Insta.html palette.

A brief save dialog appears, and we've selected the most platform-independent options that still allow us to use Flash in place of GIFs.

The resulting web page opens up directly in a browser, and it does so very quickly even on a slow Internet connection: all of the extra text



bumps the .swf file up from 9k to only 18k. And this was quickly cut back down to 13k by opening and saving the file in Flash.

Next: animating in FreeHand

It can take a few hours' practice to really get the hang of Flash's animation commands, but there is a shortcut for FreeHand users: you can use FreeHand layers to define each frame of a Flash animation, either work on each layer by hand or using FreeHand's Release to Layers command to convert a smooth blend into a set of layered shapes.

FreeHand's Flash-export routines let you specify whether layers are to be taken into account, and if so then the exported file converts each layer into one frame of the animation – just adjust the frame-rate to alter the overall animation speed.

Conclusion

We've only scratched the surface of what Flash can do – in particular, we haven't said anything here about adding interactivity or building up complex sites from multiple Flash movies. However, it's already clear both from the straightforwardness of the process and the fact that scores of great web sites have been built this way, that FreeHand is an excellent starting point for working in Flash, and a valuable tool for any Flash work which requires complex drawing skills.

Add Dreamweaver into the mix and you have a balanced, powerful and coordinated suite of applications which you use to repurpose your existing FreeHand content and skills to create cutting-edge web experiences.

For more examples of how FreeHand is being used in the web-design process, visit **www.macromedia.com/software/freehand/designerspotlight.**

Ian Winter is a designer, illustrator and Web developer and sometime journalist. He is a founding partner of HomePage, a UK organization offering Web consultancy services. Learn more at **www.homepage.net**

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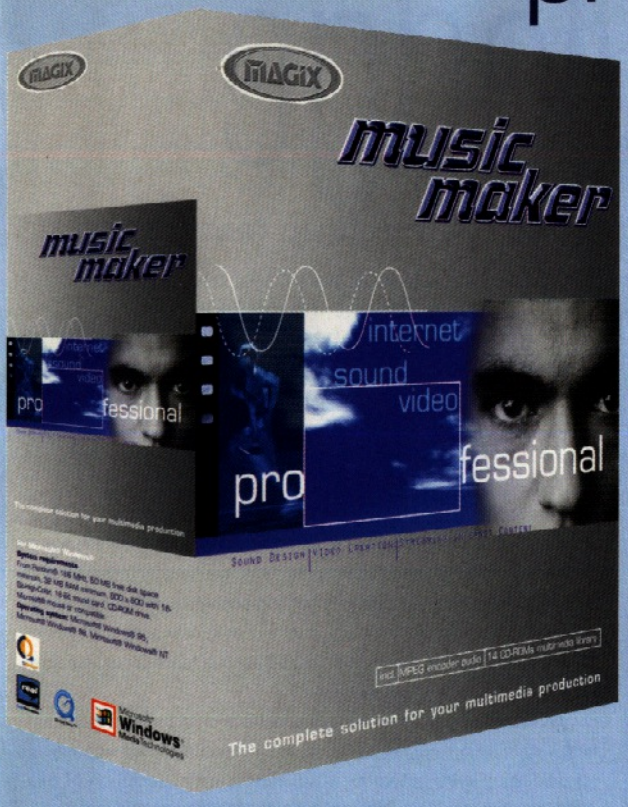

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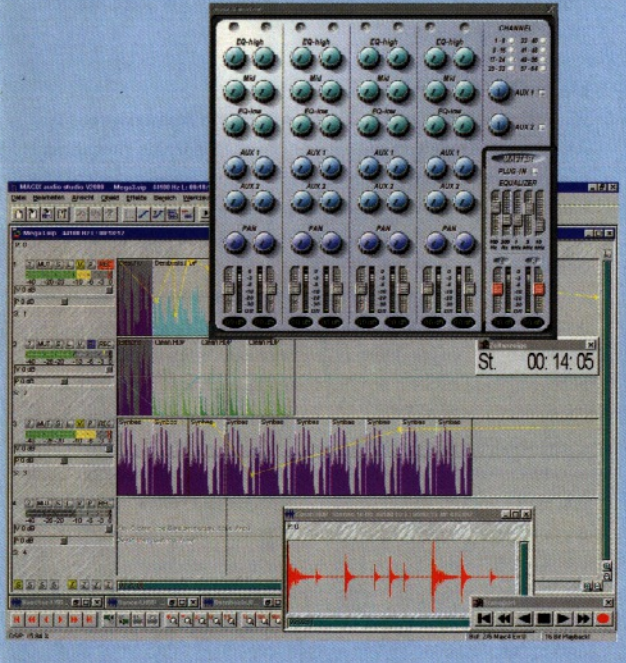

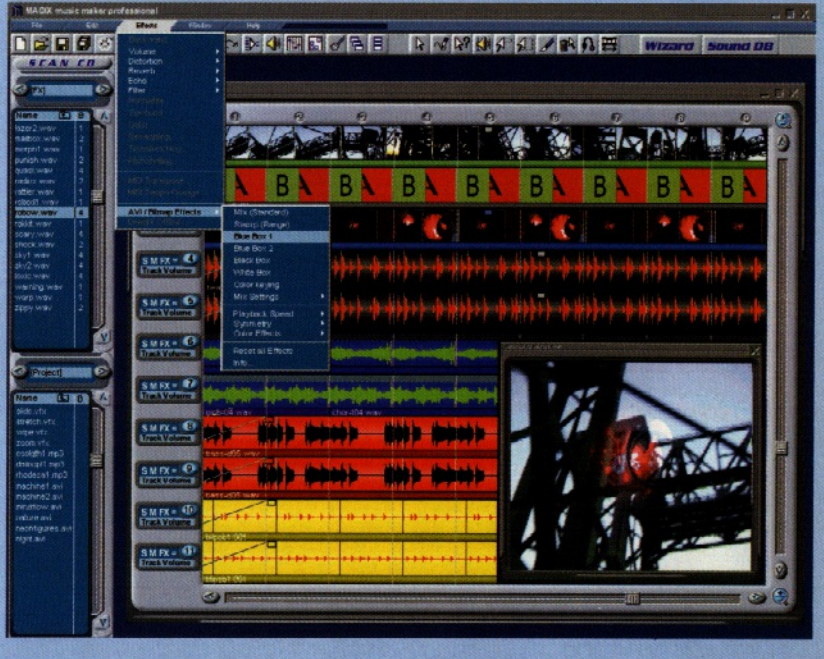

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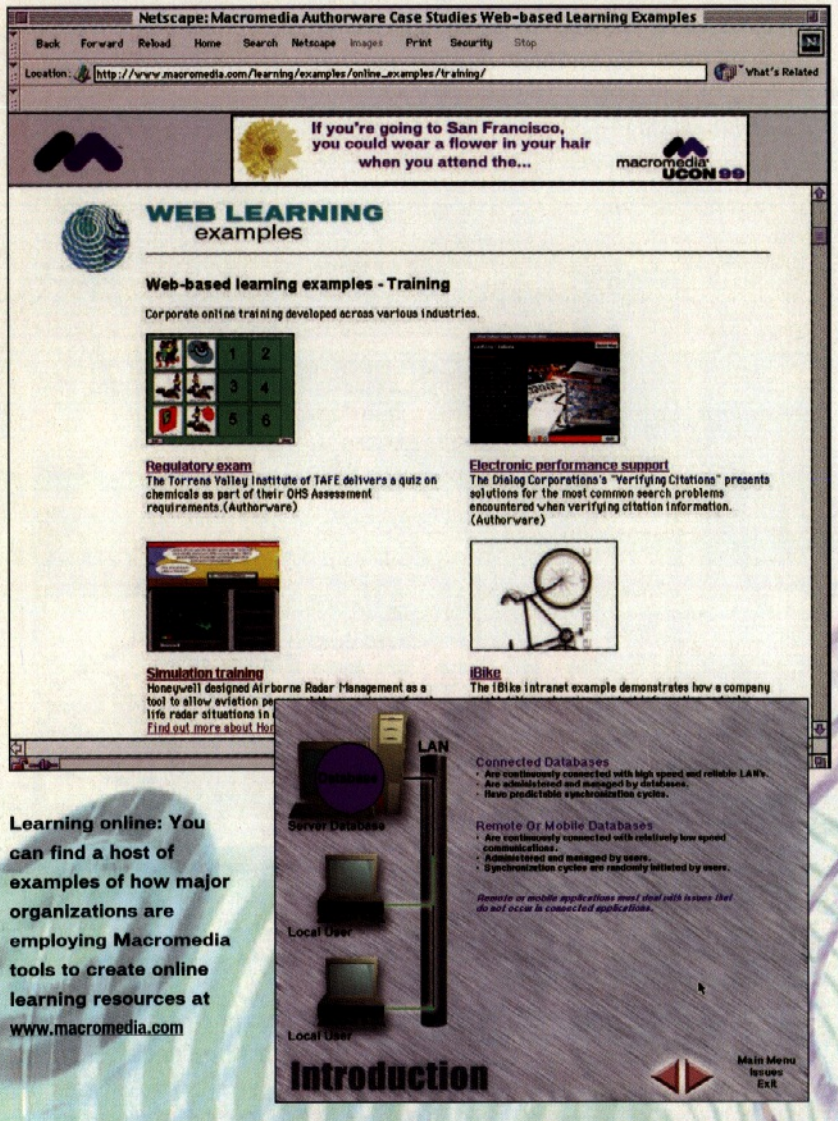
Tree of knowledge

The Attain family tree, that is your path to effective, compelling learning

The information age. The global economy. Service industries. The buzzwords of today's business environment reflect the growing value of human-knowledge and the important relationship between learning and business. In a wide range of industries knowledge has become a critical success factor. Corporations are beginning to recognize that highly skilled workers are more valuable than ever before.

For these companies, the new training paradigm is "Life-long Learning" (a phrase widely deployed by the current Government) where employees must constantly acquire and produce knowledge for the enterprise to stay competitive.

Attain, Macromedia's enterprise-wide Learning Management System (LMS), is helping companies around the world use knowledge to create a competitive advantage. The most recent addition to the Attain family, Pathware 4, is a web-based software application that allows companies to put training on-line for faster, better, and cheaper results.



Learning online: You can find a host of examples of how major organizations are employing Macromedia tools to create online learning resources at www.macromedia.com

For more information, see the Macromedia Solutions Guide for Learning.

Macromedia defines on-line learning as business or educational instruction that is enhanced by the use of interactive multimedia authoring and production software, personal computers, Web and/or intranets, and learning management systems for delivering instruction and tracking learner results and other key training-related data.

While the use of computers and networks to deliver learning within an organization is not new, the ubiquitous access provided by web networks is accelerating the adoption of this important method of information transfer. A recent survey indicates that 93 percent of major corporations are considering on-line learning.

Benefits Of Online Learning

With Pathware 4, Dreamweaver Attain and Authorware Attain, you can deliver globally accessible learning programs in weeks, not months. Maintenance of courseware is also easier since content can be easily modified once it's on-line. This is critical for certain types of content that may become obsolete within months.

Companies can make better decisions with an enterprise-wide database of training and skills information. Once deployed, an on-line learning system becomes a data of available learning content, employee skills, and how well instructional material is working.

You can develop compelling learning experiences and improve retention. Studies have shown that compelling learning content, delivered online, improves retention and can be used to reinforce concepts delivered through other instruction methods.

You can also match learning results with business goals: educate employees anytime, anywhere; reduce training costs; and track results across the organization whether your staff are within a single office, or scattered across the globe.

Introducing Pathware 4 Attain

The widespread adoption of on-line learning has prompted the development of a new software category - the online learning management system (LMS). An online LMS is a software application that lets training professionals easily manage an enterprise-wide, online learning center, from planning a curriculum to tracking results.

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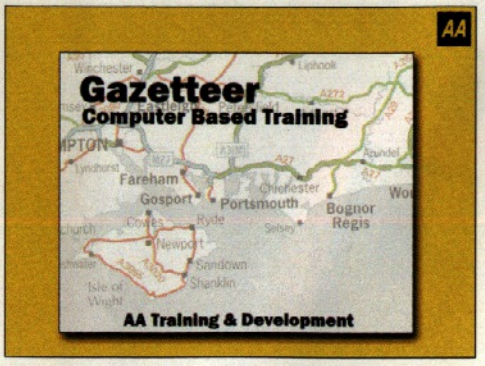
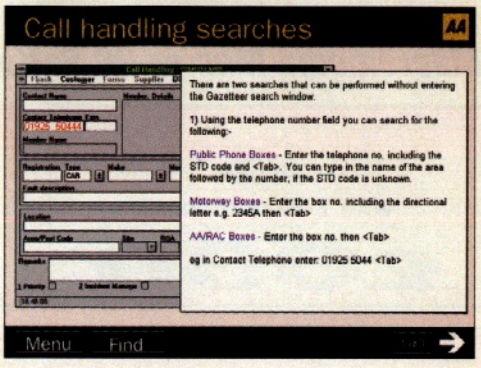


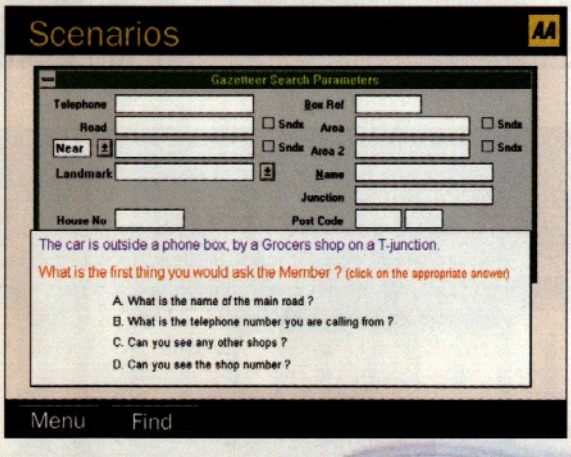


AA takes the fast road to customer satisfaction

It's past midnight and dark, it's raining and your car won't start. Chances are you'll be calling the AA. The "4th emergency service" is Britain's most popular motoring organisation with more than 9.5 million members, and it answered more than 750,000 breakdown calls in the first two months of 1999 alone.

To the organisation and its members alike, only one thing matters in those circumstances: getting help as quickly as possible and solving the problem. In order to do that, the key information is the location of the breakdown.

That may not be an issue when the car is immobile outside your home or office, but in the worst-case scenario above it can be somewhat more difficult to work out exact locations. Even where location-finding is relatively straightforward, it is also vital to find the best match with the nearest AA patrols.



The AA's solution to this logistical nightmare is a 1500-strong team of telephone operators, highly trained in the use of an advanced geographical database called Gazetteer.

Give the operator the name of a local landmark, the number in a telephone callbox, or on a motorway marker post, and the system will pinpoint your location in seconds. But even with less specific information, the AA's staff can find you with astonishing speed. Two street names, a pub, or a shop will usually be enough.

A key component in training staff in the use of the computer system is itself computer-based, an interactive learning application created by Aztek Multimedia in Authorware.

Vincent Breen, multimedia developer with Aztek, says that operators are introduced, stage-by-stage, to key concepts and tools within Gazetteer. "We use actual screens from the software, together with animations and text boxes, to explain the procedures," says Breen. A number of 'what-if' scenarios within the software test operators' knowledge of the system and the conceptual process of finding the fastest route to location-finding with the minimum of questions.

The training tool is proof that effective learning is possible without bells-and-whistles multimedia. "We don't use audio or video," says Breen, "because of the variety of systems used within the AA. Some don't have CD drives, and there are several different networks so we decided to keep things simple and deliver the software on floppy disks."

Authorware was the development tool of choice for the simple reason of rapid development times, says Breen.

"Authorware is extremely easy to use, particularly in creating the look and feel the AA wanted. It is much easier to use than many other authoring tools, and as a result the development time in Authorware is drastically shorter."

The AA has no doubt about effectiveness of the training. "We track member satisfaction with the service very carefully," says former call centre manager Janet Craig, now a training manager. "We know that since the introduction of Gazetteer we have improved the service."

The numbers clearly back up the belief. For 1998 the AA set itself the target of arriving on the scene of a breakdown in no more than 37 minutes; by mid-year it was managing 32 minutes and in February this year (one of the busiest of the year for car breakdowns) the time was under 32 minutes.

The use of computer-based training is particularly well-suited to call centre applications. "There's no way you can afford to take a classroom of people away from the telephones at any one time," says Craig. "To have a facility where you can train people in twos and threes is far preferable."

Training and development manager Paul Dollin adds, "The cost of producing the package and the number of people we put through it make this a very efficient way of doing training. We are able to maintain our service levels and train at the same time, which is probably the first time we've been able to achieve that."

Looking forward, Dollin and Craig foresee a time when the training materials will be available on demand, as an integral part of the call centre systems.

In the meantime, drivers could do a lot to help themselves, the AA observes. The two most common reasons for AA call-outs (in addition to flat tyres) are drivers running their batteries flat, and locking their keys in the car. But the organisation has plans to help even then... check out the AA's proposals for advanced telematics at **www.theaa.com** and learn how in the not-too-distant future, the AA will be able to unlock your car by remote control.

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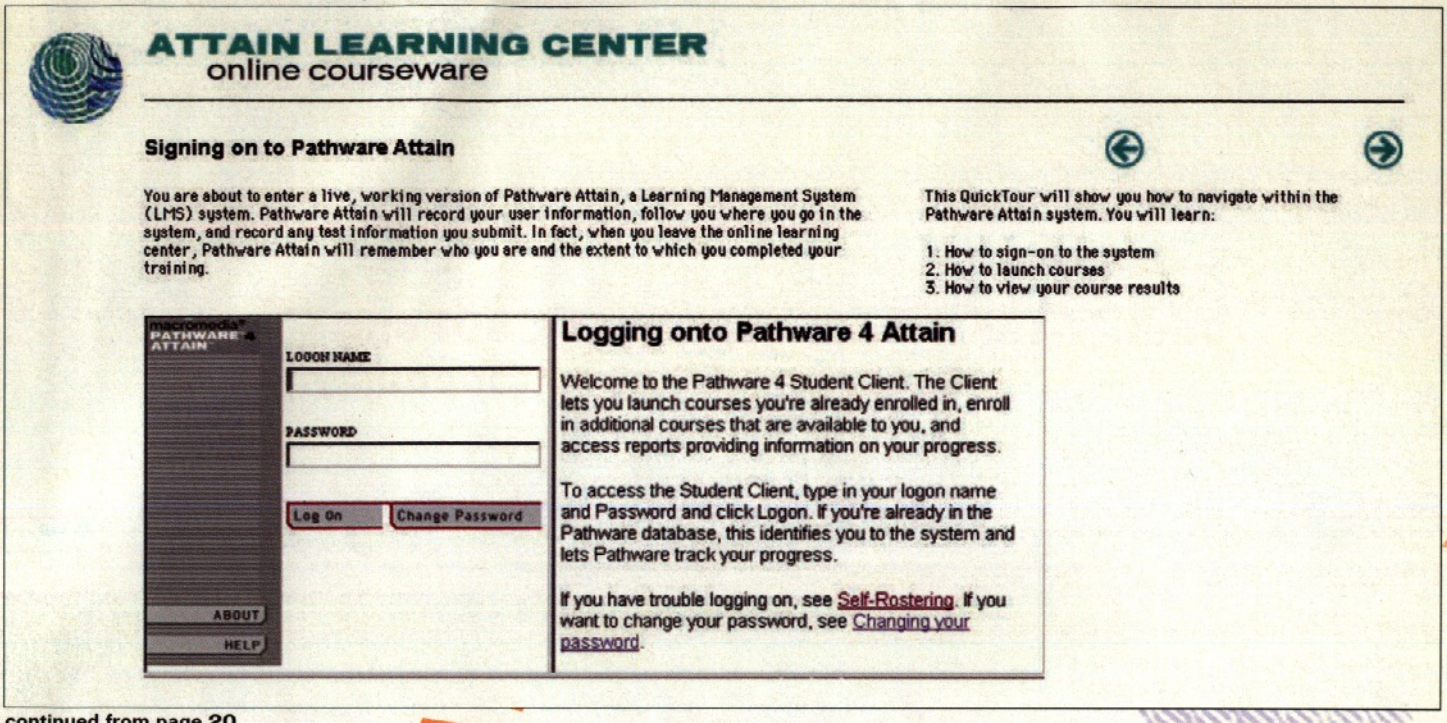

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Pathware 4 includes unique features that make it suitable for creating an enterprise-wide on-line learning system:

✓ Develop a browser-accessible, on-line virtual university for employees, customers, training administrators, department managers, and course developers

✓ Scale from a departmental system with a few hundred users to a worldwide training site supporting thousands of employees and customers

✓ Plan a modular training curriculum incorporating online and traditional learning activities

✓ Develop a customized security scheme for supporting centralized or distributed security policies

✓ Incorporate any web-enabled learning content including Authorware Attain, Dreamweaver Attain, PowerPoint, Word, Toolbook, and NetMeeting

✓ Rapidly generate ROI reports on learner and course progress from any browser

Pathware 4 Attain is the first online learning management system specifically designed to make enterprise-wide training a reality. It employs standard Internet and database technologies that make it fully scalable. Using the security capabilities in Pathware, organizations can customize access permissions by type of user or any other logical learner or administrative category.

New in Pathware 4

The following features and benefits are new in this release of Pathware 4.

- 100% web access - The Pathware 4 interface has been completely designed for web access by all users. Every on-line training task from developing a curriculum to running a report can be done through a browser.
- Thin client-side architecture. No additional client software is required other than a browser for accessing the Pathware 4 system.

This feature alone makes Pathware 4 more suitable for enterprise deployment than any competitive product. Help desk calls are reduced by an order of magnitude with thin client architectures - a must for deploying training to thousands of users.

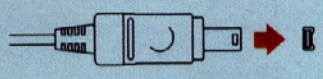
- Customizable Reports. Most reports are written in Crystal Reports - the most popular report writing tool for enterprise systems. These report templates can be modified for custom reporting needs. New reports can be easily integrated directly into the Pathware 4 system and assigned access permissions. Reports can be developed which combine external data sources, such as sales results, with training data for easy ROI analysis. Graphical reports can also be developed. Reports display directly through the user's browser for access anywhere in the enterprise.
- Messenger Module. The Messenger module, available to system administrators, delivers messages through standard email systems such as Cc:mail, Microsoft Exchange, and Eudora.
- Newly designed interface. The Pathware 4 interface has been redesigned for modular access to system operations. Permission-based access presents only the operations that are available to a particular user based on their user type. For example, if a user has no permission to view on-line reports, then the Reporter module will not appear when the user logs in.
- Modular Server Architecture. With its flexible server architecture, Pathware 4 scales as online training needs grow. Users can start with a single server and then move their training application to multiple servers and databases for deployment across the country or around the world. Pathware uses standard DNS routing techniques so additional servers can be incrementally added for scalability. High performance Oracle and SQL Server databases, running on Unix or NT, guarantee database scalability. Pathware maintains system-wide in the database so that Pathware 4 servers can be added as scalability needs grow.

For more information about Pathware 4 and the Macromedia Attain Learning Management System, see the Learning resources at **www.macromedia.com**, or contact European manager for learning products Mark Huston on 01344 458600.

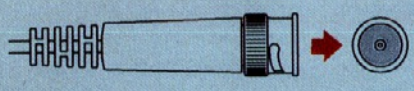
First-hand knowledge: Gain a taste of the Attain approach to online learning with Macromedia's live Web-based demonstration at www.macromedia.com

Sect. 7-19: How to support DV, SDI and Betacam® SP simultaneously.

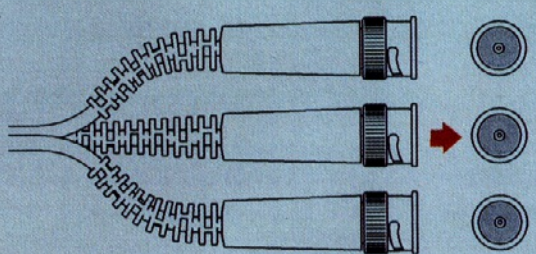
1 Plug in DV. *(fig. 7-19a)*



2 Plug in SDI. *(fig. 7-19b)*



3 Plug in Betacam SP. *(fig. 7-19c)*



Tips & Tricks

Clippin' Heck!

Often you will want to eliminate the background in an image placed into FreeHand, but you cannot edit the imported graphic. The solution is to create a clipping path and paste the imported graphic inside the path:

1. Import the graphic into FreeHand.
2. Use one of the drawing tools to create a clipping path. Edit the path as necessary.
3. Deselect all objects.
4. Use the pointer tool to select the imported graphic.
5. Use Command-X (Mac) or Ctl-X (Win) to cut the image.
6. Select the clipping path.
7. Paste Inside by using Command-Shift-V (Mac) or Ctl-Shift-V (Win).

Gradually Fireworks

The Edit Gradient option in Fireworks' Fill panel Options pop-up is used to change colours and change the transition of a gradient.

The vector handles of the Paint Bucket tool change the centre of a gradient within a selected object by moving the centre point or end point handles. To edit a gradient do the following:

Once the Paint Bucket is selected, drag the handles to edit the gradient.

1. With the object selected, go to the Fill Panel and choose Linear or Radial.
2. With the object selected, click the Paint Bucket icon in the toolbox.
3. Move the cursor over a vector handle, click, and drag to reposition the gradient.
4. Click and drag the endpoint to change transition.
5. With the object selected, edit the colour by choosing the Edit Gradient option from the Fill panel Options pop-up.
6. Double-click the swatches for colour choices then slide the colour swatches to alter the transition.
8. Click Apply to see the changes.

Best behaviours

A behaviour can only be attached to an image map in Dreamweaver by appending the HTML source code.

To edit the code do the following:

1. Insert an image in the main Dreamweaver Window. This image will serve as a dummy in the document and will be deleted after completion of the task.
2. Assign the desired Behavioral Actions and test the Behaviour.
3. Select and highlight the anchor tag of this dummy image.
(For a quick way to select the anchor tag of this image, click the <a> tag displayed in the bottom left corner of the main Dreamweaver window.)
4. Open the HTML Inspector.
5. Find the Behavioral JavaScript code within the highlighted HTML.
6. Copy the JavaScript code that represents the mouse events.
7. Locate the map tag in the HTML source code that is referenced by the "usemap" attribute of the final destination image. You can find the "usemap" attribute within the image tag.
8. Paste the code inside the area tag for this image map.

Not the right image

Some users of the Fireworks Clipart files from the Fireworks CD are confused when they open as an image on the background layer.

The reason this happens is that the files in the Square sub-folder are all JPEG files, not native Fireworks PNG files. These files were intended to be used as background images for tiling in Web pages and artwork. This can be confusing because all of the other Clipart files are PNG files, which is Fireworks' native format. JPEG files, like all other bitmap file types, will appear on the Background layer when opened in Fireworks.

If you want to edit these images as objects in Fireworks, use the following method:

1 Import the JPEG file into an existing Fireworks document then in the Layers and Frames panel, click on the Layers tab and then choose Float Background from the Options popout menu.

2 Choose Modify>Background Image (Cmd+E/CTRL+E) and then Select>All (Cmd+A/CTRL+A).Cut the image. Select the Foreground Layer and then Paste the object into the Foreground Layer

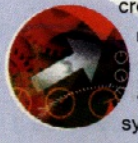
Using 8-bit colour

Several colour features in Director movies only work when a computer is in 8-bit color mode (set to display 256 colors). Use these effects only for movies that play outside of a browser. Movies playing in a browser cannot reset the system colour depth if the colour depth is set to a different colour mode.

If your system is in 8-bit color mode when you save a movie, the movie will reset the system colour depth to 8-bit mode when it plays outside of a browser.

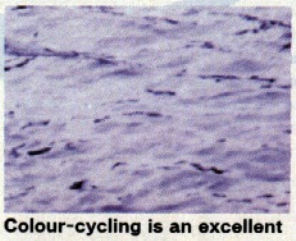
Using colour cycling

Colour cycling is an excellent way of creating simple movement in a movie without doing any real animation or using system resources. It's especially effective for creating flashing banners, water effects, and fireworks. Colour cycling works only when the computer is set to 8-bit colour mode (256 colors) and is playing outside of a browser.



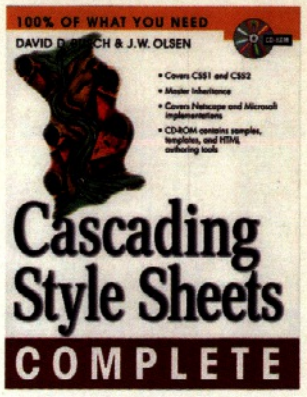
To use colour cycling:

1. Create cast members using a specific range of colours in the current colour palette. It's important that other cast members that will be on the Stage at the same time not use these colours, unless you want them to cycle also.



Colour-cycling is an excellent and easy way in Director to animate monochromatic images like this.

A book at bedtime



Interested in extending your expertise in all things Web-ish? Check out the latest additions to McGraw-Hill's expanding 'Complete' series.

Among the latest titles are three guides covering Cascading Style Sheets, XML and DirectX controls. At more than 400pp each, these titles live up to their billing, and they also include plenty of sample code, and packed CDs with more examples, images and demonstration software.

Under the Osborne imprint, multimedia types will also find three new titles of interest: Internet & Web Answers, Digital Photography Answers, and Photoshop 4 Answers. The Q&A format makes these easy to understand, and useful for occasional browsing.

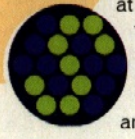
Find them at all good bookshops, real or virtual.

continues on page 26

2. Create sprites in the Score using the cast members you just created.
3. In the palette channel, choose the range of frames in which the sprites you want to cycle appear, and then choose Modify › Frame › Palette.
4. Choose the palette to cycle from the Palette pop-up menu. (You don't have to choose a new palette to cycle colors.)
5. Click the Color Cycling option.
6. Select the colors to cycle in the palette shown on the left side of the dialog box.
7. Choose Between Frames or Span Selected Frames. If you choose Between Frames, use the Rate slider to set the speed of cycling. Colors cycle completely during each frame in the transition. If you choose Span Selected Frames, the cycle occurs only once across all selected frames.
8. Enter the number of cycles in the Cycles box, and choose Auto Reverse or Loop to specify the sequence.

The shock of 7

Shockwave 7 is different from earlier versions in that it installs a player at the System level.

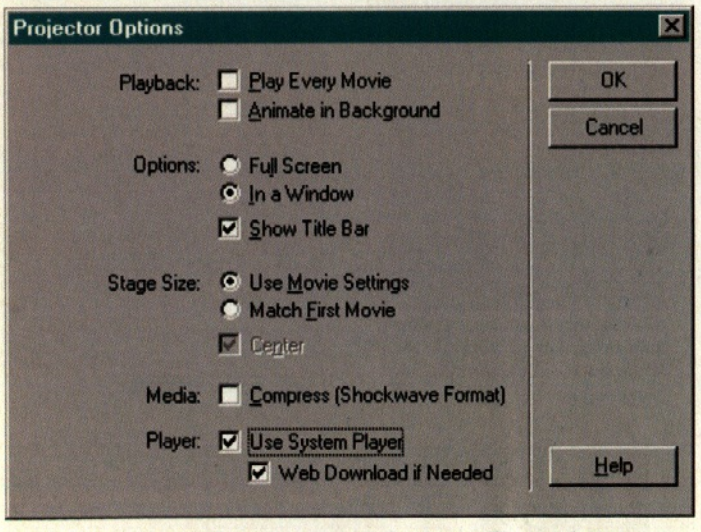


This system level player is used by Shockwave movies and can also be used by Director 7 projectors. This allows projectors to be significantly smaller in size since the player component does not have to be delivered within the projector file.

Developers looking for the smallest projector file size should take advantage of this feature.

When creating a projector, select "Use System Player" in the Projector Options window.

Director 7 projectors can also download the System player (Shockwave 7) if it is not found on the playback system. Selecting "Web download if needed" under "Player" within Projector Options will enable this projector feature.



Heading for a shock: Make the most of Shockwave 7's new features

Spot the Difference

Ever wondered what really is the difference between the path and the bezigon tools in FreeHand, and what can you do with one that you cannot do with the other?

These tools have the same basic function, but they focus on different features of Freehand's path-drawing capabilities, and which tool you use depends on the drawing style you prefer.

The Bezigon tool always places points with "automatic" curve handles. You control the type of point being placed by holding down different modifier keys (Option, Control). The curve handles (and also the path shape) change as you place the next point. If you go back to edit the path by dragging a point, the curve handles will automatically adjust to get what Freehand considers "the best" curve. This may or may not be exactly what you are looking for. However, as always, you can edit the path however you please once it is drawn.

With practice, you can accurately predict how curve handles will be placed with the bezigon tool.

The pen tool allows more complete control over curve handles at the time the point is placed. Place curve points with the pen tool by clicking and dragging.

While still holding the mouse button down, you can hold a modifier key to get even more control: holding the Option key down locks the position of the "second" curve handle and allows you to independently position the "first" curve handle.

Holding the Command key down locks both curve handles and causes the point to float with the mouse movement, allowing you to reposition the point without selecting a different tool and interrupting your concentration.

With practice, you can draw virtually any path correctly the first time, without going back to edit curve handles or alter points.

Jumpin' Flash maps

Flash relies on vector-based rendering for efficient storage and delivery, but often you just have to use image bitmaps. However, bitmaps can drastically reduce the efficiency of Flash when used excessively. Here are some tips for using bitmap images effectively:

Take advantage of compression to reduce the total file space occupied by bitmap images: Flash supports two methods of compression for bitmap images: JPEG and Lossless. JPEG compression is the default compression for all bitmap images exported to Shockwave Flash format. You can adjust the value in the JPEG Quality field in the Shockwave Flash export dialog box from 1 (most compression, lowest quality) to 100 (least compression, highest quality).

Because JPEG compression can result in a loss of image data, test images with different JPEG quality values to achieve the best balance between compression and image quality for your particular movie. Bitmap images can also be exported with lossless compression to retain image quality at the expense of larger file sizes.

Use bitmap images sparingly: Even though Flash allows you to use as many bitmaps as you like, the resulting file can easily be too large to deliver quickly over a 28.8Kbps modem. For smaller file sizes and faster playback, use bitmap images as accents or backgrounds only. Make the most of the bitmap images you do use by retaining their definition and clarity. To do this, disable smoothing for individual bitmaps.

Avoid animating bitmap images: When you create an animation with bitmap images, Flash must store one bitmap image in each frame of the animation, which makes for huge, and slow, playback in your movies.

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